SR 2019
50 Most **ADMIRED** Companies of the Year

Pranav Pasricha, CEO

Interview with Pranav Pasricha, Intellect SEEC CEO: 'Creating the Tesla of InsurTech'

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To admire is to love with the mind!

What makes a company most admired among others? You would probably get hundreds of answers for this question, but the most admired company is the one which takes best care of its employees, the company which gives excellent service, and a business owner says a best company is the one which brings more profit. We've been searching the reason behind a company being most *'Admired,'* what we have found is that there is no such single mantra. Being most *'Admired'* is an aspiration. But no company is perfect after all.

One simple test to check to what extent a company is experienced by its customers, its associates, its owners, and business partners. We looked over many successful companies and found many identical characteristics. They treat all of their customers, employees and subjects well in their own unique ways.

If your business's goal is to live long and prosper as a successful company, any efforts toward building customer loyalty, frequent research and development, openness to innovation, and tapping new markets will surely pay off. The Silicon Review *"50 Most Admired Companies of the Year 2019"* are one such revolutionary companies. The companies enlisted are known for their transparent and open communication, leadership qualities, openness to innovation, diversified products and services, growth and expansion strategies, and moreover, their commitment to excellence.

Success recognized to the fullest

Best,

Vishnu Vardhan Kulkarni
Managing Editor, The Silicon Review
editor@thesiliconreview.com

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Pranav Pasricha, CEO

Cisive

Cisive: Adding Innovation and Compliance to Every Client Obligation

"We have remained remarkably true to our original purpose, even while drastically increasing in size and scope of our services – becoming one of the top background screening companies in the world."

Human Capital Management, or HCM, is the active acquisition, employment, and development of a company's employees through strategic and tactical practices, processes, and applications to maximize their economic value. The set of Human Capital Management practices, procedures, and applications should be focused on the organizational need to provide specific competencies.

Risk management is a strategy to prepare for and lessen the effects of threats faced by a data center. Comparable to risk reduction, risk mitigation takes steps to reduce the adverse impact of threats and disasters on Business Continuity (BC). Threats that might put a business at risk include cyber-attacks, weather events, and other causes of physical or virtual damage to a data center.

Given the preceding, we're thrilled to present **Cisive**.

Cisive is a global provider of compliance-driven human capital management and risk management solutions. The company's core onboarding and pre-employment background screening offering provides clients with a streamlined, high quality, and regulatory compliant solution. Comprehensive services include background screening, vendor/contractor screening, executive screening, drug testing, fingerprinting, paperless onboarding, and electronic Form I-9/E-Verify solutions.

The company serves clients in financial services, transportation, telecom/media, utilities, and the home services end-markets, among others, and offers transportation clients a comprehensive, industry-focused solution through its Driver iQ brand.

The company was founded in 1977 and is headquartered in Holtsville, New York.

In Conversation with Jim Owens, President and CEO at Cisive

What is the reason behind the genesis of Cisive? How did you expand your company and its offerings over the years?

Cisive (then called CARCO Group) was initially set up to provide risk mitigation services in two different areas: *"pre-insurance"* car inspections to verify the condition of used cars after a sale for insurance carriers to prevent insurance fraud, and what became known as pre-employment background screening. Over the past 40 years, we have grown from a mom-and-pop company starting with five employees in 1977 to a global company employing 900 people with 10 locations across the globe, providing background screening and employee onboarding services to Fortune 500 companies with facilities in 192 countries. We have remained remarkably faithful to our original purpose, even while drastically increasing in size and scope of our

services – becoming one of the top background screening companies in the world.

What challenges did you face in your initial years? What can your peers learn from it?

We started in background screening before people even knew what it was! We went door to door down on Wall Street and everyone we talked to wanted to know who else we had as a client. Getting the first client to have faith was a challenge. We persevered and today, financial services is one of our biggest verticals. We maintain the same approach to quality today despite the radical changes in technology that have happened over 40 years and despite other background screening companies coming on the scene and taking shortcuts.

"When you know you are right – don't give up and don't compromise your values."

"We maintain the same approach to quality today despite the radical changes in technology that have happened over 40 years and despite other background screening companies coming on the scene and taking shortcuts."

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

I see the quality of a company's products and a company's behavior as inextricably linked. It is somewhat in tension with economic performance. Sure, we are in business to make money. We do not place that first. We focus on the quality of our products and services. Then we have to be creative to figure out ways to make processes more efficient without compromising our core values.

Is your company a 'leader or follower'? Do you formulate your core values?

We are the leader! There are a few more prominent companies in our industry, but none better. We have set the standards in our industry for 40 years. Companies in our industry use us as the gold standard of comparison. They may sell against us by maximizing things we don't such as low price or turn-around time performance, but they know where the high mark for quality and applicant experience is set and by whom.

What are the five factors that have been the biggest asset to your organization?

- **Our employees** – Without them, the company would not exist.
- **Our values –** These are our guiding star: integrity – a steadfast commitment to quality and perseverance.
- **Our technology –** We have labored and succeeded in building the best technology in our business and it gives us a substantial competitive advantage.
- **Our clients –** We provide them superior service and in turn, they are our biggest advocates. We have gained much of our growth over the years through referrals!
- **Our investors –** They have had faith in our approach to business, have stuck with our business plan, and have provided the capital that has enabled us to become the company we are today.

Where do you see your company a couple of years from now?

I think the human capital landscape is going to continue to change over the next few years. We will be at the forefront. We are going to continue to develop leading-edge technology as the approach to talent acquisition and management continues to evolve. The nature of background screening is going to undergo a revolution in the next few years due to advances in technologies such as distributed ledgers (blockchain) and this will change the business models for background screening companies. We are seizing on that opportunity and will be out in front!

SR

Jim Owens
President & CEO

The Driving Force Behind the Triumph of Cisive

Jim Owens is the **President** and also serves as the **Chief Executive Officer** of Cisive and has been in that position since July 2009. He has over 25 years of experience in executive leadership, business operations, and technology.

As CEO, Mr. Owens has transformed Cisive into an HR technology-enabled services company with a dual focus on HR onboarding and background screening at industry-leading quality levels. Before joining Cisive, Mr. Owens was a senior architect at Cap Gemini Ernst and Young (CGEY). He designed and implemented large-scale systems, including several innovative web-based applications.

An interview with Nikolay Kurayev, CEO of **ScienceSoft**: Moving beyond the technical side of IT service delivery is at the core of our approach. We take responsibility for digital transformation and business process optimization, plan continuous quality improvement and TCO decrease.

Nikolay Kurayev, CEO

ScienceSoft is a US-headquartered provider of IT services and custom software solutions with offices in the USA, EU and Eastern Europe.

In April 2019, the company stepped over its 30-year threshold. During this time, The company has managed to change their business course entirely and has scaled tenfold. eBay, PerkinElmer, Ford, Leo Burnet, IBM, Walmart, Nestle, eBay, NASA JPL, along with other influencers, rely on ScienceSoft's solutions in their daily operations.

Nikolay Kurayev, CEO of ScienceSoft, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

Back in 1989, ScienceSoft was launched as a company to create a software product that would simulate the way a person thinks and innovates drawing on the theory of inventive problem solving (TIPS). Continuing the work in this direction, we started the project on the development of inventive software powered by semantic search.

However, soon, we understood that being 100% focused on product development was a somewhat risky endeavour. Expansion in sales was impossible since the product wasn't for mass consumption, it targeted a limited group of top engineers only. Thus, in the late 90es, we started to shift the focus to IT services. ScienceSoft quickly got a foothold in the market of custom software

development. Gradually, the company's offering embraced big data and data science, IoT, information security, enterprise application services and managed IT services. Besides technical skills, we constantly perfect our domain-specific knowledge in such areas as manufacturing, healthcare, retail, logistics & transportation, telecoms, and more.

What challenges did you face in your initial years?

Introducing innovative software into the enterprise environment appeared to be at least twice harder than it seemed first. To implement such software, companies need to change their business processes, and this is not something large enterprises would easily do. This is what is now known as *"digital transformation",* and it was not a widespread concept back in the 90es.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

Earlier, our customers were mostly technical people closely familiar with available technologies and tools. Now, decision-makers are business

people with no or extremely limited experience in the technical field. To bridge the gap between business and technology, we now have a strong BA team, one of the largest departments in the company. They help to translate the needs of non-technical customers into detailed software requirements and ensure effective communication between business people and development teams.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

Cooperation that is governed by contracts and SLAs is not free from potential ambiguity and controversy in the interpretation of certain terms and conditions. In such cases, the value we can deliver to our customers is our top priority.

Is your company a leader or follower?

ScienceSoft is a combination of both. In what concerns best practices, we follow the market trends. At the same time, we constantly update the technologies and processes, and, as true leaders, we provide our customers with cutting-edge IT-driven innovations.

Is it true that striving for both ethics and success in a business is a tough feat?

Sacrificing ethics for success is always a short-term strategy. Long-term success builds on healthy business ethics.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

I'd rather confine myself to the following three:
- customers' trust;
- top managers and all departments promoting the company's growth;
- experience in end-to-end software development.

Where do you see your company a couple of years from now?

I hope ScienceSoft will be perceived as a quality mark that guarantees a high standard of digital everything services. SR

"The commitment our team lives by is to deliver safe, stable and productive IT solutions to solve our customers' business challenges."

Nikolay Kurayev: An Inspiring Leader

Nikolay Kurayev has been leading ScienceSoft since 1999. He has scaled the company tenfold and started many new directions at ScineceSoft, including big data, data science, IoT, information security, enterprise application services and managed IT services. Nikolay holds a Master's degree in Physics and has 12 research publications on computer modelling.

Andrew J. Bosko, **Skybridge Americas, Inc.** CEO: 'We Intend to Maintain a Laser Focus on the Markets we Currently Serve and Differentiate with Bleeding Edge Technology Such as AI Solutions and the Highest Quality Service Available in the Industry'

"Our culture is one where we strive to make a positive difference whether that is in the lives of our employees, the customers we support and the geographies of which we reside."

M arketing departments spend millions on campaigns to create a brand personality but it is often the person answering the customer helpline that becomes the public face of a given brand. While advertising creates an image that attracts customers, a brand's public face is threatened by the quality of its helpline service. Call centers adopt the *'brand ambassador'* model. They become ambassadors for carrying out the given brand's mission and vision and uphold quality after-sales services.

In light of the foregoing, we're thrilled to present **Skybridge Americas, Inc.**

Skybridge Americas is a customer care solutions provider. It offers onshore, nearshore and work@home contact center services, across multiple channels (voice, email, chat, SMS, social media), to some of the world's most iconic brands.

The company is headquartered in Minneapolis, Minnesota, and has additional facilities located in Winnipeg, Manitoba, Canada, Santo Domingo, Santiago, Dominica Republic, and in remote locations across the United States and some provinces in Canada.

In Conversation with Andrew J. Bosko, Skybridge Americas, Inc. CEO

According to you, what does it take for an organization to survive and flourish?
Companies that survive and flourish stay focused on their stated mission and never get distracted from it. They're strategic. They have a culture of accountability and employ people who aren't afraid to make decisions for the good of the company. This requires great leaders. Leaders who motivate others around them, build relationships that create trust and open communication, and that ensure everyone has a clear understanding of what every person in the company is working toward.

What makes them survive and flourish into the distant future is how they respond to their failures. They celebrate employees who take risks because that's how you get better and drive business.

Why was the company set up? And how did you expand your company and its offerings over the years?
Our company was founded in Minnesota in 1955 as *'Maple Plains Fulfillment'*, acquired by Carlson Marketing Group in 1973, and ultimately by Skybridge Americas in 2011. Over the years, we added contact center services to support our fulfillment business. As our contact center business expanded, it became our core competency. Consequently, in order to focus on our contact center business, we sold our fulfillment division in December of 2018.

What challenges did you face in your initial years? What can your peers learn from it?
Skybridge is in a highly competitive industry. In the initial years, we faced the obvious financial challenges that you might expect. As important, however, are the challenges, we

faced with adapting to new technology, employee retention, time management, and effective communication. What we learned is that in order to successfully overcome these obstacles we had to attract senior executives with vast experience who would otherwise not be leading a company of our size.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

We have always placed a focus on high quality, high touch business, and truly partnering with our clients to help them build their brand, increase revenue, and profitability. We have quarterly business reviews with each and every client to discuss performance, consumer feedback, gaps in service, future needs, etc. We use this feedback in a 360-degree approach to inform our strategies to provide the best possible service to our clients and their customers. We are continually evaluating new technologies in an effort to improve quality and become more cost-effective. We have clients that have been with us for over 25 years because of the quality and solutions we provide.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

At Skybridge, we specialize in supporting a limited number of iconic brands. Every program is custom-designed to reflect and enhance the brand promise of each of our partners. The polar opposite of a boiler room type operation, we re-create the culture of our clients through careful hiring, exhaustive training, and brand immersion for each of our programs. Each and every program is unique in that no two clients of ours are the same, and we like it that way. Our culture is one where we strive to make a positive difference whether that is in the lives of our employees, the customers we support and the geographies of which we reside.

Is it true that striving for both ethics and success in a business is a tough feat?

No, one drives the other. We actively recruit the best people we can find for our team and this helps drive our success. We view honesty and ethics as binary, you either have it all the time, or you don't. As such, we have a zero-tolerance policy for violations of this type.

People like when companies are involved in a social community, CSR activities, what do you say about this?

Skybridge Americas is very involved in the communities where we have facilities and have been recognized as such over the years. While we have received many industry awards over the years, we take the most pride in awards that are given by the communities in which we do business, such as Manitoba Customer Contact Association, which has recognized us year after year in many different categories.

"We are continually evaluating new technologies in an effort to improve quality and become more cost-effective. We have clients that have been with us for over 25 years because of the quality and solutions we provide."

Skybridge Americas has been receiving awards from MCCA since 2001; below find a few recent examples:

- November 2013 – Community
- November 2014 – Environment
- November 2016 – Technology
- November 2017 – Performance Management
- 2018 – Leadership and Agent Recognition
- Customer Magazine 2017 Elite Contact Center Outsourcing Award
- Customer Magazine Top 50 Contact Centers
- Silicon Review 50 Most Admired Companies of the Year 2019
- 10 Most Recommended Contact Center Service Providers 2018 – Enterprise Services Outlook
- CIO Applications Top Ten Contact Centers of 2019

Where do you see your company a couple of years from now?

Our five-year plan is to grow at a CAGR of 10-15 percent through a combination of organic growth, new client acquisition, and strategic partnerships. We intend to maintain a laser focus on the markets we currently serve and differentiate with bleeding-edge technology such as Artificial Intelligence solutions and the highest quality service available in the industry.

In addition to the unlimited capacity we have in North America due to our work@home model, we currently have the significant, available, fully built-out capacity in both of our facilities in the Dominican Republic and are building a third 500 seat center which will come online in Q4. **SR**

Andrew J. Bosko, CEO

The Genius behind the Success of Skybridge Americas, Inc.

Andrew J. Bosko is the **CEO** of Skybridge Americas. Mr. Bosko has been the guiding force behind Skybridge Americas' brand transformation, technology upgrades, and recent rapid sales growth since joining the organization in 2016. He is a recognized Business Leader with 25 years of executive management experience and is known for his hands-on style, sense of humor, and relentless focus on results.

Prior to joining Skybridge Americas, Mr. Bosko held executive leadership roles with a number of sales and customer contact organizations. Most recently, he served as Chief Operating Officer at iPacesetters, LLC. Before earning his MBA from Northwestern University, Mr. Bosko attended Loyola University, Chicago, on an athletic scholarship for swimming and water polo, helping his team advance to the NCAA tournament three times. To this day, he can be seen wearing his Loyola Letterman jacket as he cheers on the Ramblers at various sporting events.

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PaymentAsia

Providing Answers to all eCommerce Complexity - **Payment Asia**

I t is important to realize that online store merchants need the most sophisticated e-Commerce payment solutions. When people browse online shops they expect well-presented goods, qualified services, and better online payment methods. This is where Payment Asia comes in as an expert in providing comprehensive eCommerce payment solutions to various kinds of enterprises, assisting merchants to catch the wave of technological development. Its products and services can be simply categorized into Payment Solutions, Payment Gateway & Integration, and Artificial Intelligence.

A Q&A Session with Harvey Chan, Business Development Director of Payment Asia Services Limited

Do you feel the US online market is different from China?
Yes, if you think about the US market where you are selling your products online you will need to go for pay-per-click, buying keywords on Google and bring traffic to your online shop. But in China it is completely different; here you need to buy some on-site traffic for your online shop.

Can you tell us something about payment gateways and mobile commerce in China?
In China, mobile commerce is very high and payment gateways are present in almost every single phone used by the Chinese. We already provide

online services, product shifting, and customer services. After all this process the final step is to pay. Many customers paid us through other payment gateways. I then realized why don't I make a payment gateway myself, since I already provide all the previously mentioned services, the only thing that was missing is the payment platform. So that is when I decided to go for Payment Asia.

How did you expand your company and its offerings over the year?
We want to do something niche, so we invested in technology such as e-commerce technology, digital marketing technology, and data analysis technology. Through this, we can give better solutions to all our customers.

When it comes to online businesses, traffic plays a major role and that is why we also offer digital marketing services. Through data analysis, we make sure we provide better services for our customers even in the future. We have also developed connections with e-Commerce logistics.

Who is your target audience?
According to us, our business is a great generator for a much bigger picture in the future for merchants and my clients. A lot of merchants and clients of mine come from China like AlipayHK, which is the first company that offers mobile payment in China. Hong Kong is also approaching the mobile payment market like the Chinese. We believe we can expand in Hong Kong and China as the perfect Chinese solution. We're going to

test our solutions in Hong Kong and with that, we will learn different test systems and legal systems. After that, we will provide this service to other countries. This is our mission in terms of mobile commerce or mobile payment.

How successful was our marketing campaign roll on at Book Fair 2019? Share the experience.
An event was organized where we tagged along AlipayHK (*www.alipayhk.com*) and Hong Kong Trade Development Council. This event was about the experiential marketing of our brand and services through promotional events. During the book fair, we showed how we use technology to transfer traditional business to something more mobile-oriented so that we give extra value to the merchants for their business. We also showed how our customers can get e-tickets.

In the past, people sold physical tickets but now things are changing and people prefer e-tickets. That is why we

> *"Being a renowned and reliable eCommerce payment solution provider for merchants, we offer scalable and tailor-made eCommerce payment solutions with a short settlement period and competitive rates. We are also proud of providing 24/7 customer service and technical support for years."*

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also showed that we are developing e-tickets that can be used in platforms like AlipayHK. This means you just open the AlipayHK App, then click the fill-in button and buy tickets. After you get a ticket, you will be sent a coupon or a QR code for safety reasons, this service is for the public. But for the merchant, they sign up for our service, and we will provide a smart device for further procedures. In the fair, we also showed how customers can buy a book and pay through online payment gateway using the QR code. This avoids the trouble of carrying liquid cash.

What kind of mixed responses have you received from your customers?

There are 4 ECO systems: Marketing, Social Listening, Customer Service and Technology. Within this ecosystem, many merchants come to us and tell us that our solutions are quite wonderful to use. They are happy about the fact that they don't have to undergo the trouble of hunting down various companies that provide the above-mentioned services because we provide all those services in a single roof.

This is a very typical case of our business model today to setup a scenery for the merchants in order to generate sales for them both online and offline with our payment technology.

Where do you see you and your company from a couple of years from now?

The world is changing every day. Where every day we see something new popping out. With the current market trend likely Crypto and Blockchain will be the future ahead. With Payment Asia today, we have already implemented blockchain in our own payment platform, and we are now getting ready for the rise on some up and coming cryptocurrency such as Libra by Facebook. A very exciting moment for the payment industry globally! SR

Leading through Experience

Harvey Chan | Business Development Director

Before joining Payment Asia, and he started his own company called HNG Limited back in 2008 - 2009. In that period, he used to sell some niche products over the internet. Although he had fewer orders as compared to others. But, his company's revenue kept going high since his products were everlasting. He had a firm grip on customers due to online shopping.

The next chapter of his career was eCommerce in China and here the landscape was quite different for him. But he continued to provide a full eCommerce solution and digital marketing solution to his clients. He completely took care of the localization of the clients' products, developed various ways to describe the products.

Harvey also provided on-site marketing, customer service, and logistic. Through this, he created a One-Stop Service for all his clients.

Harvey Chan
Business Development Director

Rashad Sinokrot, CEO

An Interview with Rashad Sinokrot, **GCC SERVICES** CEO: 'We are committed to operational excellence in the most remote and challenging locations'

"In the service industry, we rely on the skills and passion of our team. We are taking care and nurturing our talents to ensure higher satisfaction to our customers"

Business logistics continues to strengthen its position as the key rationalization and developing business function – both at the level of one economic entity and in the context of the entire supply chain who now know no boundaries.

The goal of logistics is to reduce the cost of products purchased by an organization and ensure the integrity of the supply process. A disruption in the supply process can greatly impact a business. For example, the late delivery of a supply needed to manufacture

one item can result in a total work stoppage.

If production stops, the chain reaction can reach the consumer if it is not resolved immediately.

In light of the foregoing, we're thrilled to present **GCC SERVICES**.

GCC SERVICES is an internationally renowned and respected quality provider of integrated life support services which includes catering, facilities management, construction, engineering and food procurement and logistics

solutions. The company supports Governments, Private companies, and humanitarian organizations in their global operations everywhere, every day. Part of the Agility Group, GCC SERVICES leverages the network and international footprint of the international logistics provider to support its operations.

Incorporated in Kuwait in 2003, it is now represented and operates in Africa, ME, Australia and parts of Asia: Australia, Cyprus, Ghana, Indonesia, Iraq, Ivory Coast, Kuwait, Lebanon, Mali, Sudan, UAE and

Uganda. GCC SERVICES is a leader in its industry and aims at reinforcing its position by growing its size and using innovation as a differentiator.

Proud Moment

GCC SERVICES has received several awards for its outstanding services that include *'American Society for Safety Professionals'*, *'HSE Excellence Award 2018'*, *'Environmental Excellence Award 2018'*, *'HSE Excellence Award 2018'*, *'Corporate Social Responsibility Award 2018'*, *'British Safety Council'*, *'International Safety Award 2018'*, *'Tatweej Academy (UAE)'*: Golden Eagle Award 2018 (honouring the Leading Figures, Institutions and Administrators at the level of the Arab Region). These awards testify of the ethics and work done by GCC SERVICES team at all levels.

Moreover, the company has obtained over 25 ISO Certificates worldwide and is a member of the UN Global Compact.

Rashad Sinokrot, GCC SERVICES CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
GCC SERVICES was established in Kuwait in 2003. The company's main efforts were focused on providing the allied forces with catering and supply chain services. Two years down the line, the company expanded its operations to include construction and engineering, maintenance and life support services.

In 2009, GCC SERVICES started diversifying its client portfolio and is now operating in over 10 countries across a wide variety of different sectors: defense and government, humanitarian, oil & gas, mining, education, hotels & leisure, and events. With approximately 3300 employees in 2019, and more than 1 000 000 000 meals served daily in the UAE only, GCC SERVICES continues its growth by strengthening its current process and delivering excellent quality services tailored to the expectations of its clients.

Most importantly, GCC SERVICES is active in promoting Corporate Social Responsibility in local communities and was awarded the Golden Award of Excellence in CSR from the Arab Organization for Social Responsibility, as mentioned above.

What challenges did you face in your initial years? What can your peers learn from it?
The retrograde of many forces from conflicts zones had us expanding our client portfolio. The diversification we had to go through could have been a major issue but our adaptability and flexibility allowed us to build on the skills and the strengths that we developed working for the armies to convert them in added values for new clients. We then became a reliable service provider for private companies trusted to deliver high-quality standard services anywhere in the world, no matter what challenges the operation environment would involve.

However, our growth happened in so many diverse environments that it took us time to ensure alignment and standardization of methods and standards

"We believe a sustainable business requires a strong commitment towards local communities."

among the various country-of-operations. It took us a few years to align all countries and teams in the best way of working. This was made possible thanks to total transparency within our management team and regular global work sessions.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?
We believe a sustainable business requires a strong commitment towards local communities. We promote Corporate Social Responsibility among local communities, believing that there is no better recipe for achieving a healthy and self-sustaining economy

than through proactive participation in employment, training, and procurement of local resources.

We select, encourage and develop suitably qualified and motivated local companies to suit the business model we support that will meet stringent requirements for accountability and standards to deliver services and goods that ensure the best value to our clients.

A company's behavior is as important as its economic performance or the quality of its services. How do you interpret this saying?

Economic performance remains a prerequisite for GCC SERVICES to survive and the overall company's behavior can have a direct impact on it. The link between the two concepts rhythms all decisions made by and for the company.

However, when assessing a company, economic performance is not sufficient and this is where the company's behavior has a major role. Looking at the company's behavior of GCC SERVICES, one would see:

- Stable governance practice in all processes to respect and protect our stakeholders,
- Protection of employees using fair labor practice,
- Excellent contract execution, solution engineering to deliver service that exceeds client's expectations: we are in the life support services industry but the technical solution that our team sometimes has to deploy to deliver a service is nothing less than engineering,
- Boilerplate of ideas, will for innovation, and flexibility for change,
- A team working as one, able to learn from each other and to drive the business towards success.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

Human capital is crucial to us and we keep on investing in our people and offer various training and development opportunities through our online platform, in-house training program, management development program, and external providers. This year, special emphasis was given on Fair Labor Human Rights and Combatting Trafficking in Persons (CTiP) to protect our workforce and ensure that everyone is aware of their rights. We have also sponsored various fitness initiatives to ensure that great minds reside in healthy bodies.

What do you feel are the reasons behind your company's reputation?

Besides the incredible amount of work done by our teams all over the world, we believe that communication is a key factor of a company's reputation. Crucial for both internal and external stakeholders, communication directly impacts our reputation.

We created several platforms to keep our workforce up-to-date with our achievements, failures, improvements, targets which include both oral and written communication. These platforms are willingly multidimensional and go against top down flows. Each and every of our team member can initiate a topic and get a response if needed. This constant information flow allows us to keep a clear picture of the global strategy and the greater entity we all belong to.

Our customers are another main actor in the creation of our reputation. Collecting, analyzing and working on their feedbacks has been a strong focus over the past few years. We have a strong system in place to collect, analyze and respond to feedback left by our customers. Made to be simple, attractive and fast to ensure the highest quantity of data possible, it is managed in real-time, transparent for our customers and our teams respond to all comments left on it. No one is perfect but we aim at getting always better in the sense expected by our customer and this process allows us to do so. We trust them to strengthen our reputation.

Where do you see your company a couple of years from now?

Following our first main growth period, we have now spent a few years stabilizing our core and we are ready to take on further growth while being able to safeguard what we stand for. SR

Rashad Sinokrot: An Aspiring Entrepreneur

Rashad Sinokrot serves as the **Chief Executive Officer** of GCC Services. He oversees operations; has accomplished a successful campaign of spearheading the growth of the company to a wholly integrated remote site and facility management services company. Mr. Sinokrot also serves as a board member in various companies across the Gulf.

Mr. Sinokrot, a Fulbright Scholar, earned a bachelor's degree from Tufts University and a master's degree in Business Administration from the University of Pennsylvania (Wharton School).

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MAXLINEAR

Pioneers in producing radio frequency analog technology: MaxLinear

"At MaxLinear, our drive towards excellence shows in all that we do which results in a sharp focus on creating technology and products that solve some of the world's most challenging communication technology problems."

In a world of growing technology, MaxLinear comes up with cutting edge innovations in order to provide efficiency along with ultimate speed. MaxLinear delivers high-performance broadband and networking semiconductors based on its highly integrated radio frequency analog technology, high-performance optical networking technology and its pioneering MoCA and Direct Broadcast Satellite ODU single-wire technology.

MaxLinear was founded in 2003. The company's original high performance, radio-frequency receiver products capture and process digital and analog broadband signals for applications including terrestrial, cable and satellite television and DOCSIS broadband. These products include both RF receivers and RF receiver systems-on-chip, or SoCs, which incorporate highly integrated radio system architecture and demodulator technology. The company's products were based on its pioneering low power, low cost CMOS process technology.

In 2015, the company acquired Entropic, the world leader in semiconductor solutions for the connected home. The company's technology transforms how traditional broadcast and IP streaming video is seamlessly, reliably, and securely delivered, processed, and distributed into and throughout the home.

MaxLinear also offers optical networking driver and trans-impedance amplifier ICs for 100G / 400G optical data center networks. The devices use advanced technology that cut in half the number of channels needed in optical transmission modules, reducing power consumption, size and cost for 100Gbps and 400Gbps networks. Their technology is trusted by leading telephone, cable and satellite operators, set-top box manufacturers, networking equipment providers and consumer technology providers.

Satellite & Terrestrial

From the rooftop to the living room, MaxLinear satellite and terrestrial technology enables IP-and OTA-based multi-channel TV services. Digital tuners and demodulators enable satellite operators to deliver multi-channel and multi-

Kishore Seendripu, Co-founder, Chairman President, & CEO

"We've come a long way since our early days, but we are still committed to solving the world's most challenging communication technology problems."

screen services and support all worldwide terrestrial standards including ATSC/QAM, DVB-T2/T, and ISDB-T. Digital channel stacking SoCs and Ku-band down converters enable satellite outdoor units (ODUs) to deliver more channels to the home over a single cable.

In-Home Connectivity

MoCA and G.hn solutions provide wire line multi-gigabit data distribution throughout the connected home. Fully integrated, single-chip, MoCA 2.0 and MoCA 2.5 compliant solutions provide multi-gigabit coaxial connectivity. ITU-T compliant portfolio provides high-speed connectivity over any wired medium including power lines, phone lines and coax cables.

Data Reduction & Security

Data reduction and security solutions offload the host CPU and guarantee storage capacity optimization. Panther delivers

the lowest latency, highest throughput security acceleration with the industry's highest compression ratios.

Universal PMICs

Universal PMICs with programmable power technology offer advanced dynamic control, telemetry and remote reconfigurability. Power Architect design and configuration software speeds development and significantly reduces overall time to market compared to legacy analog power solutions. An I2C interface and multiple GPIO pins ensure easy system integration. Configurable warning and fault levels, fault behavior and power up and down sequencing ensure that any load can be properly powered and protected.

AFEs

These are Sensor interface Analog Front End (AFE) products that simplify sensing and sensor interface applications.

Analog front end (AFE) that integrates dual 10-bit ADC with on-chip track-and-hold and voltage reference. MaxLinear AFEs provide vital signal conditioning between the analog sensor and downstream digital signal processing. These AFEs integrate a differential input multiplexer, offset correction DAC, instrumentation amplifier and voltage reference.

Wireless Networking

Wireless access and wireless backhaul/fronthaul solutions that enable 4G and 5G wireless infrastructure. Single-chip broadband microwave transceivers support entire frequency spectrum from 5GHz to 45GHz. SoC solutions support fiber-like data speeds in low latency broadband wireless transmission systems. They also feature radio equipment transceivers that are highly integrated, low-power RFICs for wideband radio modules operating in the 400MHz to 6GHz frequency range. SR

A tryst with the Chief Executive Officer, Kishore Seendripu Ph.D

Kishore Seendripu, Ph.D. is a **Co-founder** and has served the **Chairman, President,** and **CEO** since MaxLinear's inception in September 2003. Dr. Seendripu also serves as a director. From July 1998 to July 2002, Dr. Seendripu served in senior engineering roles, most recently as the director of RF & Mixed-Signal IC Design at Silicon Wave, Inc., a designer and developer of radio frequency systems-on-chip for use in wireless and broadband communication systems and products. From December 1997 to July 1998, Dr. Seendripu served as a member of the technical staff at Broadcom Corporation, a manufacturer of networking and communications integrated circuits for data, voice and video applications. From 1990 to 1992, Dr. Seendripu served as a research assistant at the Lawrence Berkeley National Laboratories. Dr. Seendripu received an M.S. in Materials Sciences Engineering and a Ph.D. in Electrical Engineering from the University of California at Berkeley, a B. Tech degree from the Indian Institute of Technology, Bombay, India, and an M.B.A. from the Wharton School, University of Pennsylvania.

Gary Montgomery, CEO

Agenor – Bringing digital

The mastermind behind the masterstroke

Gary Montgomery serves as the **Chief Executive Officer** of Agenor. With over 20 years of experience within Programme Delivery, Gary Montgomery has been working as COO at Agenor Technology for the past five years. The business recently took part in a demerger process, separating from its sister company ICEFLO Limited. Going forward as two separate entities, Gary has now deservedly taken on the role of CEO, where he continues to develop strong customer relations and deliver successful programs across our three core practices.

The role of an IT consulting firm is to work in partnership with clients, advising them on how to use information technology in order to meet their business objectives or overcome problems. You'll work to improve the structure and efficiency of IT systems in various organizations.

The firm will provide strategic guidance to its clients with regard to technology and IT infrastructures and will enable major business processes through enhancements to IT. They may also be called upon to provide guidance and technical expertise during other processes as well, such as selection and procurement and user training and feedback.

One such firm which is leading with an example is Agenor.

Agenor is an award-winning IT Consultancy company based in Edinburgh Scotland. The firm was established in 2006 and has a proven track record of successfully planning and delivering major IT projects and infrastructure programs on behalf of our clients, providing Programme Delivery, Digital Services, and Testing Services. The firm is dedicated to creating an environment within which employees can do their best work.

Vision
The company's vision is to be recognized by its customers as skilled, experienced, and trusted partners.

Agenor Principles
These principles are the core of Agenor, the DNA that shapes their company and defines who they are and what they do. Their purpose is to enable customers to achieve positive outcomes by focusing on excellent client delivery.

- The firm supports and develops their people through all stages of their careers
- They promote honesty, openness, and transparency
- They support and encourage each other
- They respect each other and the jobs we do

Employee friendly
The company gives the freedom and flexibility to create an employee's own working environment, schedule, and benefits package builds trust in their company. Wherever possible,

transformation into a consulting firm

> ## *"Customers are now driven by trying to optimize value."*

employees are encouraged to work from home and to come in and leave the office when it works best for them. At Agenor, you have the flexibility to take your son to football training, your daughter to athletics practice, beat rush hour traffic, or take your favorite fitness class in the middle of the day.

Services offered

Program Delivery
Portfolio, program, and project delivery is the core of what the firm does. They have a long and varied history of successfully forming, delivering, and recovering technology programs in some of the world's largest organizations.

Digital Services
Agenor is a specialist in solution design and architecture, software upgrades, and platform migrations. They have delivered software upgrades for large organizations with forensic attention to detail ensuring no customer impacts and the delivery of major benefits

on time and on budget. The company's consultants have a strong heritage in common technologies such as Networking, Windows, UNIX, Database, Storage, and Virtualization solutions. it includes services such as;

Software Upgrades
Agenor plans and implements the software upgrade to a set of client deliverables with regular progress updates along the way. They adopt a broad focus, addressing adjacent technologies as part of an upgrade.

Cloud Migration
Their consultants are experts in cloud migration, building on extensive traditional skills to exploit our deep knowledge of the AWS Cloud platform.

Change Experts
The firm is comfortable operating in a production services environment. They understand critical customer services, governance, and risk and are trusted, experienced, and responsible in the delivery of change in highly regulated environments.

They are proud to provide a network of highly qualified Digital Specialists who use their expertise and extensive experience to help you meet your goals. Our people continue to gain the latest qualifications across a range of practices and are focused on delivering value for every client.

Testing services
At Agenor, they offer a full range of testing services to help the customers to achieve their organization's business and technical goals. The team of consultants will provide expert testing advice and guidance, which will position the delivery of quality systems on time and within budget. No matter what level of test maturity or current capability is, they can tailor our approach to best fit their client's organization. **SR**

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Tagit

Tagit: Creators of a top-notch digital solutions platform

Tagit is an award-winning digital solutions company, specialised in providing omnichannel digital engagement solutions for leading banks and governments across Asia, the Middle East, Africa and North America. The Company works closely with clients to develop and implement a holistic roadmap that is aligned to their business objectives and brings their digital strategy to life. Tagit's Digital Engagement Platform, Mobeix™, seamlessly and securely integrates with the client's IT systems and provides business services across multiple channels, including mobile, web, wearables, conversational user interfaces. Founded in 2004 by a team that is passionate about digital mobility, the company is headquartered in Singapore and has offices in India, the Philippines and Malaysia.

WHY TAGIT?

Omnichannel experience
The key to successful customer engagement and experience is a seamless user experience across digital channels including mobile, tablet, internet banking, wearables and conversational user interfaces including voice.

Fast time-to-market
Mobeix™ needs to develop only one core code for the mobile application thus businesses can reduce the number of working days previously set aside for developing applications on different platforms, saving time and resources. Fast implementation,

using developer enablement capabilities for rapid design and deployment allows the bank to keep pace in the digital world.

Seamless Integration
Mobeix™ the digital engagement platform, Integrates seamlessly with any core banking host systems, payment gateways, social media and other third-party systems. It is highly secure with end to end encryption from the client device to the banks servers.

Lower total cost of ownership (TCO)
Mobeix™ the digital engagement platform is built on an open technology stack which enables banks to deliver new banking services quickly, while meeting business requirements or offering superior customer experience vis-à-vis conventional software development processes of conceiving, specifying, designing, programming, documenting, testing, and bug fixing that involved creating and maintaining applications, frameworks, or other software components.

Mobeix™ Digital Engagement Platform

Mobeix™ Digital Engagement Platform is an award-winning digital engagement platform that enables banks and government entities to create and enhance their digital capabilities. It is built on a scalable multi-layered architecture and delivers a comprehensive suite of

digital banking capabilities. It is based on an open technology stack, which enables banks to extend or create new business functionalities easily and deliver new banking services rapidly. The Mobeix™ platform supports the full breadth of capabilities needed in a digital bank engagement platform, including:

1. Developer enablement tools
2. Robust administrative and platform analytics
3. Integration workbench
4. Enterprise notifications
5. End-to-end security
6. Over-the-air updates

Digital Banking Solutions
Tagit works with leading banks in Asia, and across the globe to bring their digital strategy to life. Mobeix™ Retail Banking enables retail banks to deliver a compelling omnichannel banking experience that leverages core banking functionality such as funds transfer and bill payments to provide an intuitive and engaging customer experience via channels include mobile phones, tablets, internet banking, wearables and conversational banking. Mobeix™ Corporate Banking is an ideal solution for banks looking to digitise inherently complex business banking functions with scale, ease of configuration and integration with any core banking host system. Mobeix™ Digital wallets are an excellent financial bridging solution, offering a dedicated account purely for micro transactions. Mobeix™ Conversational Banking, Tagit's conversational banking solution, enables customers to perform

common banking transactions, including getting their balance and transferring money.

Digital Government

As government agencies look for ways to serve and engage citizens better, they are increasingly seeking opportunities for more meaningful engagement leveraging multiple digital channels. Expanding communication between governments and their constituents, many of whom use digital apps for almost everything they do, is a core tenet

of a Smart Nation strategy. By offering secure messaging inboxes and real-time feedback, Tagit can facilitate the development of new engagement channels between agencies and the people they serve. When government agencies want to develop digital services for end users, they can leverage the innovative Mobeix™ omnichannel digital engagement platform to move through the government's fast-track process of procurement. Our solutions for Government agencies give us the foundation to understand the unique requirements of how best

to service customers through the digital channels.

1. Tagit partnered with the National Library Board of Singapore (NLB) to develop a mobile app that enables citizens to access the library access anytime, anywhere on any device
2. Tagit has partnered with Sport Singapore to develop the 'Active Health Management System (AHMS) for promoting and enabling individual ownership of health management through the mobile application channel SR

The driving force behind Tagit, Sandeep Bagaria

Sandeep is the **CEO** of Tagit and is a seasoned corporate leader with over 18 years of experience in successfully setting up and managing businesses in sectors which include banking, financial services and insurance (BFSI), telecommunications and commercial enterprise. Specialising in financial services, Sandeep has worked with banks across Asia-Pacific, the Middle East and Europe on their core transformation, channels innovation and payments strategies.

Sandeep Bagaria, CEO

"We accelerate digital transformation through Innovation, user experience and technology."

ColoSpace: A leading provider of Data Center, Cloud and Managed IT Services

Wayne Sawchuk
President & CEO

Data Center Outsourcing (DCO) is the allocation of all or portions of the day-to-day responsibilities of managing servers to a specialist third-party service provider. The DCO may be an annual or multi-year contract in which the data center service provider offers professional and product support services to ensure that the customer's data center runs efficiently. Outsourcing a data center allows an organization to free up resources, reduce and control costs, and access resources not available internally such as equipment, processes, expertise, space, power and cooling. The ever-changing computing and data platforms, and the integration of numerous functions, require companies to implement flexible data centers capable of accommodating all these requirements. This, in terms of infrastructure and support measures, can be challenging to organizations without the capacity.

DCO allows a company to realize its business value at ready-to-run, cost-effective computing power and capacity, which can be customized to meet the company's business needs as well as accommodate any changing needs. ColoSpace is a leading provider of Data Center, Cloud and Managed IT Services in New England. Founded in 2001, ColoSpace operates a network of four Internet Data Centers (IDCs)in Massachusetts and New Hampshire and is the largest regional provider of outsourced data center, cloud and managed IT services in New England. ColoSpace's service offerings include, but are not limited to Disaster Recovery, Managed Bandwidth, DNS, Application Hosting, Security, Infrastructure Monitoring and Management, as well as a wealth of Cloud Services. ColoSpace's customers include some of the largest firms in the Financial Services, Healthcare, High Technology, and Professional

Services industries. Headquartered in Rockland, Massachusetts, ColoSpace is led by a team of industry veterans and has followed a path of exceptional growth and continuous innovation.

Cloud Services

ColoSpace provides businesses of all sizes with expertly managed cloud services and infrastructure to meet their specific needs and industry demands. Cloud computing is a scalable method of optimizing IT resources while reducing overall cost. Additionally, a move to the cloud enables an organization to increase application and data accessibility, collaboration, and workplace flexibility without compromising security. ColoSpace offers its clients an enterprise-class solution to meet their most sophisticated IT needs. Services are delivered with virtual machines deployed on highly-available VMWare clusters. As data

storage requirements continue to grow, organizations face greater challenges with keeping up with the growth, meeting the performance requirements of their end-users, and cost-effectively deploying a scalable, yet affordable data storage solution. ColoSpace's Cloud Storage Platform meets all of those challenges and delivers customers with a highly available, highly scalable storage solution delivered with an industry leading performance-based SLA, all with a flexible utility pricing model.

Enterprise Cloud Services

ColoSpace's Enterprise Private Cloud services is built on industry leading technology from Dell, HP, EMC and VMWare to ensure a best-in-class solution for your Cloud needs. The ColoSpace model includes all options for the necessary infrastructure to power any customer environment.

By combining the resources that you need, the ability to scale almost limitlessly and a pay-as-you-grow pricing model, ColoSpace can deliver an overall lower total cost of ownership with a solution that is more reliable and secure than running servers in private Data Center. Cloud services are 100% dedicated to the client's needs and are designed specifically to satisfy all HIPAA, PCI, or other compliance needs.

Cloud Backup

ColoSpace's Cloud Backup offering provides organizations with a highly secure, scalable data backup solution to protect their production data. Disaster recovery has become increasingly more important to every business and now advanced solutions are attainable for any company. ColoSpace offers flexible "pay as

you grow" Cloud DR solutions that provides a customizable solution for specific business requirements at an affordable cost. And it includes services like

- 15 minute SLA for complete disaster recovery and business continuity solution
- Fast time to recovery with dedicated servers pre-configured and certified for failovers
- Bi-monthly testing and system availability up to 1 week
- Sold in conjunction with Cloud Backup with Local Appliance
- Local Appliance for fastest RTO
- Compute resources on Local Appliance for limited DR, test, and dev
- Priced per physical and virtual servers to be protected
- Sold in 1 TB increments of data storage
- Additional fees for declared disasters**SR**

Wayne Sawchuk, President and CEO of ColoSpace,

Wayne Sawchuk is the **Co-founder** of ColoSpace and has more than 25 years' experience in executive-level roles in the Construction and Real Estate Development industries. Wayne oversees all aspects of the business, but focuses much of his effort in designing and expanding the company's network of Internet Data Centers. In previous roles, Wayne has overseen the development and renovation of more than 200 ILEC Central Offices, Hospitals, and similar mission-critical facilities. Wayne earned a degree in Business Administration from the University of Massachusetts at Amherst.

"The Always On commitment is an experience. You have peace of mind knowing your infrastructure and data are safe, secure and available."

ballardchalmers
software, engineered

Specialists in Software development, engineering, Cloud integration: **Ballard Chalmers**

Ballard Chalmers is one of the UK's leading custom software development and integration companies, specializing in enterprise applications on the Microsoft Platform. The firm is principally dedicated to custom software development and integration for the Microsoft Cloud, as well as on-premises and hybrid systems.

The company is expert in Microsoft .NET and Azure, SQL Server, BizTalk Server, and Xamarin. With over 30 years' industry experience and as a Microsoft Gold Partner, they have a well-earned reputation for delivering our expert service in these technologies, and for doing so at sensible rates. The firm has been delivering software development and application engineering services for the enterprise since 2005. Its core services and expertise give us great flexibility to work with you across any point in the development lifecycle.

The company holds a specialization is the design, development, and integration of custom enterprise software systems. We focus our expertise on Microsoft .NET and Azure; SQL Server based applications; and utilizing the SharePoint Server platform was appropriate for business process management, document management, and collaboration systems; and BizTalk Server for enterprise systems integration, for which we are one of the very few experts in the UK.

Services Offered

Software Development
The company has experts who can help their clients at any point in the custom software development project cycle. They can deliver your project in full – from start to finish – or pick up from where others have left off. The company work's closely and consultatively so that the full business requirements are captured and analyzed. This ensures that business processes are reflected in the software architecture and that designs are streamlined, efficient and flow logically. Proper design, architecture and user experience are essential to systems that function very well.

Software Development Process includes:
Scoping, Design, Environment configuration (covers multiple deployments to TEST, UAT and LIVE), Development, Documentation, Sprint planning, and UAT testing support.

Business Automation
Business Process Automation (BPA), Robotics Process Automation (RPA), and Artificial Intelligence (AI) all play a vital part today in optimizing your organization's internal process efficiency.

Application Modernization
Reduce operating costs and increase your organization's business agility by consolidating, re-architecting and replacing critical legacy enterprise applications with our application modernization services.

Mobile Application Development
We can deliver a custom-built enterprise mobile application to help your organization's efficiency, enable field workers, increase collaboration, and to improve service quality to your customers.

Migrate to the Azure Cloud
With vast experience and expertise across Microsoft's enterprise stack, we can help move your organization's custom applications efficiently to the Azure cloud.

System Integration
The team can help the customers unite disparate systems into a cohesive whole with their systems integration expertise; on-premises, in the cloud, or hybrid.

Health Checks
Health checks for enterprise software are vital to its performance. The team can help

modernization, and

you with enterprise application, SQL Server, SharePoint, and BizTalk Server health checks.

DevOps
Managing live enterprise applications, Azure DevOps and ongoing application support services is a core element of our award-winning customer services.

Software Project Rescue
Our experienced front-line rescue team is an expert at untangling and complicating projects speedily, moving you in the right project delivery direction again.

Business Intelligence
Microsoft Business Intelligence technologies can transform your complex data into business insights to share across your organization. The company's vast experienced experts can help you plan and deliver your solutions.**SR**

"Computers themselves, and software yet to be developed will revolutionize the way we learn."

Geoff Ballard, Co-founder & CTO

The leaders behind the domicile of Ballard Chalmers

Geoff Ballard is the **Co-founder** and also serves as the **Chief Technical Officer** of Ballard Chalmers. He is directing technical strategy, overseeing technical consultants, managing larger development projects and ensuring technical delivery quality standards. Geoff has been a SQL Server consultant since the very first beta release by Microsoft and is a trainer and author in Microsoft technology, including the courses *'Transact-SQL Programming'*, *'Microsoft BizTalk Server'* and *'Microsoft Office SharePoint Server Administration'*.

Andrew Chalmers is the **Co-founder** and also serves as the **Managing Director.** Andrew has over 30 years' experience in business management. With consultant project manager, interim manager, and Managing Director roles particularly in the engineering and manufacturing sector and over much of the world, Andrew brings the business-side experience to complement Geoff's technical leadership. He is also very active in the support of human rights charities in India and the subcontinent.

KompiTech

An Interview with Greg Erhahon, **KompiTech** Founder and CEO: 'Our Aim is to Make KompiTech Blockchain Platform Available to all Organizations, Making the IT Industry More Efficient'

"Our mission is to provide all parties involved in delivering an IT service with a single source of truth in order to fully eliminate human errors, reduce IT operations costs, increase efficiency and accountability."

From finance to construction, blockchain technology has opened nearly every major industry – with one notable exception: IT. Blockchain has immense potential to become a significant source of disruptive innovations across all industries. However, with many of the IT organizations having limited knowledge and understanding of blockchain techniques, it is essential to find a reliable partner who can assist them with unlocking this breakthrough technology's true potential.

In light of the foregoing, we're thrilled to present **KompiTech**.

KompiTech is a global technology and IT services provider supporting its clients' IT management needs in 59 countries around the world.

KompiTech offers its clients the flexibility as a partner who understands and is prepared to tackle the occasional threat that might arise within their business with the agile and ultra-secure blockchain technology.

Additionally, the company is a key member of the Hyperledger Blockchain Community developing Blockchain solutions and frameworks for developers and businesses alike. The company was incorporated in 2009 and is headquartered in Zurich, Switzerland. It has additional offices located in New York, US; London, UK; Prague, Czech Republic; Cape Town, South Africa; and Hannover, Germany.

Greg Erhahon, KompiTech Founder/CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

Modern organizations undergo a complete digital transformation to thrive in our Digital Age truly. Since the transformation is a very complex project that requires many resources, I decided to quit my full-time role in 2009 and support those companies in need with my IT skills. Starting as a boutique IT Support Service Company, I started KompiTech in my little apartment in Zurich and moved to a new one-person office. I then managed to onboard a couple of clients that required my expertise and comprehensive IT knowledge on a day-to-day basis. However, due to many strong referrals, more and more customers started enquiring about KompiTech's IT services, which resulted in great demand for expanding the company's workforce and its portfolio to meet their organizations' needs.

After succeeding in Switzerland, I moved the KompiTech business model across Europe. KompiTech opened new offices in Germany and the Czech Republic, where it employed a number of dynamic, bright and keen professional with a real thirst for Information Technology. The reason behind hiring a young workforce was simple – as the companies were embracing digital transformation, I believed that no-one would tackle modern IT challenges more accurately than a digital-savvy generation. This philosophy proved to be true as KompiTech very soon expanded its operations to the United Kingdom (an office in London) as well as Cape Town, South Africa.

KompiTech has recognized new challenges of the IT Management and Consultancy industry including service inefficiencies, transparency, trust, automation and responsiveness issues, which required a breakthrough solution to solve. With my constant relentless efforts to change the status quo, I decided to adopt blockchain technology and expand KompiTech's portfolio into blockchain technology products and solutions, which gave birth to KompiTech Blockchain Platform in 2015. Since then, blockchain technology has formed a very strong side of KompiTech business strategy.

At KompiTech, we strongly believe that blockchain is the technology of the future, with the power to eliminate inefficiencies in today's enterprise processes, transforming the way organizations transact, communicate with full transparency. KompiTech Blockchain Platform offers customer our in-house BaaS (Blockchain-as-a-Service) along with our expert consultancy and development team that makes blockchain adoption easier for organizations worldwide. This is especially important to the supply chain, manufacturing, government, finance, and healthcare industries,

where transparency, trust, automation, and real-time information access play a significant role in gaining a competitive edge.

With a myriad of players out there in the market offering Blockchain services and solutions, what according to you is the unique factor that differentiates you from other competitors in the space?

Our KompiTech Blockchain Platform is the unique factor; it comes with various flavors and tools we have developed in-house from years of expertise building enterprise-grade blockchain solutions. These tools come very handy in helping us build market-ready blockchain application for customers, beginning from the initial consultation to the product launch. After the product launch, a customer can start small and scale their blockchain resources utilization as their blockchain network grows to avoid unnecessary cost. Our blockchain platform comes with an individual, organizational approach, tailored to each customers' needs, hence why we are happy to offer a top-end product with a competitive price tag, which other brands can't offer. We do all this to make sure that our customers can demonstrate a positive Return-On-Investment and stay ahead of their competition.

This personal approach, in our opinion, is critical, especially if we talk about blockchain that is still a relatively new and a still maturing industry, as mentioned above. We understand that you might not have the in-depth, professional knowledge of how blockchain infrastructure works, nor a pool of fully-trained blockchain engineers – and this is why we have created a one-stop-shop for all your blockchain development needs.

There is a bonus of KBP support – once your application is up and running, you do not have to go away and manage it yourself. The blockchain industry is still maturing, and we know that what is a trend now might not be in a few months' time, hence why the priority for us is to keep our clients' applications ahead of the curve at all times. As a part of our blockchain consultancy services, we provide our clients with a continuous improvement, maintenance, and support to make sure that your project stays up-to-date – which is quite unlikely for our competitors.

One of the launched products powered by KompiTech Blockchain Platform is, an ITSM (IT Service Management) application available in our KompiTech BLiTS suite of blockchain applications is the first tool of its kind designed to streamline operations of IT departments. It is an agile ITSM tool that can be utilized by any organization to manage and automate their IT department.

KompiTech BLiTS ITSM application is a fully intuitive, automated solution, created to deliver an entirely new customer experiences thanks to pioneering Smart Contracts technology and an automated service delivery process. It is an innovative ITSM solution that could easily be used by organization of any size to define their IT service expectations and scale as they grow. KompiTech BLiTS is used to enforce services being delivered are in-line with defined expectations as it automatically tracks or monitors breached service agreements and applies penalties stipulated in the service agreement without requiring any manual management. In the context of the sought after transparency, our mission is to provide all parties involved in delivering an IT service with a single source of truth in order to fully eliminate human errors, reduce IT operations costs, increase efficiency and accountability.

Where do you see you and your company a couple of years from now?

We are very much looking to increase our expansion and revolutionize all industries with our innovative blockchain solutions. Our blockchain platform and technical expertise will contribute to organizations adapting blockchain technology, and it will become some sort of *"ice-breaker"* for organizations that are still unsure about its potential. Our aim is to put KompiTech Blockchain platform available to all organizations, making it the IT industry more efficient. **SR**

Web Link: *https://blockchain.kompitech.com/*

Greg Erhahon:
An Inspiring Leader

Greg Erhahon, Founder, serves as the **Chief Executive Officer** of KompiTech. Coming from a technical background, Greg has over 17 years of professional IT experience under his belt, working for global organizations such as J&J, HP, Covidien (now Medtronic) and UBS.

Greg Erhahon, Founder & CEO

"As a part of our blockchain consultancy services, we provide our clients with continuous improvement, maintenance, and support to make sure that your project stays up-to-date – which is quite unlikely for our competitors."

NIMBUS DATA

NimbusData
A one stop solution for all data management needs

Thomas Isakovich, CEO and Founder of NimbusData

Thomas Isakovich is **CEO** and **founder** of Nimbus Data, overseeing product strategy and development, sales, marketing, and manufacturing operations. Thomas founded Nimbus Data to build the next great storage systems company by combining smart software with non-volatile memory technology, offering superior data delivery, protection, and operating efficiency. Prior to Nimbus Data, Thomas was CEO and founder of TrueSAN Networks, where he raised over $34 million and led the development of storage virtualization and multi-vendor SAN management software. At Oracle spin-off Network Computer (also known as Liberate Technologies), Thomas oversaw product marketing for the company's line of thin-client workstations and server software. At IBM's Almaden Research Center, Thomas developed new technologies for simplifying and enhancing human-computer interaction. A frequent speaker on technology and entrepreneurship at universities and industry events, Thomas earned a B.A. with Honors in political science from Stanford University.

Data management is an administrative process that includes acquiring, validating, storing, protecting, and processing required data to ensure the accessibility, reliability, and timeliness of the data for its users. Organizations and enterprises are making use of Big Data more than ever before to inform business decisions and gain deep insights into customer behavior, trends, and opportunities for creating extraordinary customer experiences. To make sense of the vast quantities of data that enterprises are gathering, analyzing, and storing today, companies turn to data management solutions and platforms. Data management solutions make processing, validation, and other essential functions simpler and less time-intensive.

Leading data management platforms allow enterprises to leverage Big Data from all data sources, in real-time, to allow for more effective engagement with customers, and for increased customer lifetime value (CLV) and NimbusData is one such service provider who develops advanced flash memory solutions that power data-driven innovation. Their solutions include ExaFlash® All-Flash Arrays and ExaDrive® Solid State Drives. Nimbus Data helps hundreds of world-leading companies accelerate data storage, simplify data management, and improve data protection for cloud infrastructure, analytics, AI, rich content, scientific computing, and much more.

Infinite scale. Infinite possibilities.

ExaFlash all-flash arrays offer virtually infinite on-demand scalability, up to 95% lower energy consumption, unmatched multiprotocol support, and up to 50x greater rack density, all at less than half the cost of competing solutions. ExaFlash was engineered to enable the adoption of flash at scale, simplifying management and maximizing the efficiency of flash to the fullest. Conventional scale-up and scale-out architectures were never designed with flash in mind. Both approaches are legacies of the hard drive era, when processors were fast and storage was slow. In scale-up designs, flash is cascaded behind a fixed set of controllers,

reducing effective performance as capacity is added. Scale-out was designed to overcome this by combining a controller and flash in one node and then striping data across nodes for capacity and redundancy. However, this approach is grossly inefficient, resulting in poor utilization of flash capacity, unpredictable latency at scale, very high power consumption, and excessive rack space requirements.

With ExaFlash, data flow is decoupled from metadata, and management is centralized, operating completely out-of-band. This approach ensures that customers have one interface and one pane-of-glass for all administration. There is no data network between the storage arrays themselves, guaranteeing that performance truly scales in lock-step with capacity and with

consistent latency. The ExaFlash Operating System is powerful, API-driven storage and data management software for the ExaFlash platform. The ExaFlash OS provides a single pane-of-glass administration interface for total control. The ExaFlash Operating System also provides support for all major storage protocols, including block, file and object protocols, simultaneously. Using the API, storage administrators can automate every conceivable storage task centrally.

Comprehensive Data Management Features

The ExaFlash OS incorporates flash-optimized parity protection and hot-spares to protect individual flash drives against failure. Unlike conventional RAID approaches that can suffer from long rebuild

times and silent data corruption, the ExaFlash OS incorporate real-time full data checksums that proactively monitors and repairs any mismatches. Space-efficiency point-in-time snapshots as well as full data clones are supported. Inline variable de-duplication and LZ4 compression maximize storage utilization. Unlike off-the-shelf servers, ExaFlash Arrays are precision-engineered for maximum efficiency and performance. ExaFlash Arrays draw 95% less power per terabyte than competing designs by eliminating irrelevant components and minimizing CPU utilization through intelligent hardware-offload engines. ExaFlash Arrays also incorporate ultra-dense MLC flash drives to deliver up to 50x the capacity in the same rack space as competing alternatives.

Software-defined. Multiprocessor-powered

ExaDrive solid state drives are purpose-built for capacity, energy efficiency, longevity, and density. ExaDrive SSDs feature a patent-pending architecture, packing up to 100 terabytes of flash in the industry standard 3.5" form factor. ExaDrive SSDs enable organizations to dramatically increase storage capacity and performance while slashing data center power, space, and cooling costs. With up to 100 TB of flash in a single SSD, ExaDrive offers over 3x the capacity of the next largest SSD on the market while consuming as little as 1/8th the power per terabyte. With its industry-standard 3.5" form factor, ExaDrive is plug-and-play compatible with existing enclosures, enabling customers to upgrade to an all-flash infrastructure without investing in entirely new all-flash arrays. SR

> *Nimbus Data catapults beyond the industry behemoths, demonstrating the focus and relentless drive of the entrepreneurial spirit."*

FinancialForce: An ERP provider for business process acceleration

"FinancialForce PSA brings predictability and efficiency to every stage of service delivery, helping the world's largest enterprise organizations grow more rapidly".

Enterprise Resource Planning (ERP) is software which integrates all departments and functions across a business into a single system while still serving each department's specific needs. It is designed to help businesses make smarter decisions, serve their customers better and work more efficiently overall by automating processes and workflows. ERP software integrates all facets of an operation including product planning, development, manufacturing, and sales and marketing in a single database, application and user interface. The knowledge regarding *"tailor-made"* legacy systems often is contained in just a couple of *"brains"* in an organization. The potential discontinuation that could occur if something happens with these valuable *"brains"* is enormous. Any person that has experience with the implemented ERP solution can work on it (modify the configuration) and the use of standard available functionality also guarantees smooth upgrades to new releases of the solution.

FinancialForce is a cloud-based applications company headquartered in San Francisco, California, that provides a cloud ERP solution for Force.com, a cloud computing platform from salesforce.com. FinancialForce supplies Accounting, Billing, Professional Services Automation (PSA), Revenue recognition, Human Capital Management (HCM), and Supply Chain Management (SCM) applications. FinancialForce

Accelerate is a comprehensive set of product and service solutions created to deliver value across all stages of customer lifecycle experience.

Implementation Services
Make implementation simple for a smooth path to ROI and draw on the experience of hundreds of successful FinancialForce projects to find the best route to success. Expert product specialists and experienced project managers guide will guide the client's team through the implementation process and steer them clear of common pitfalls. FinancialForce works closely with a network of specialist service partners to ensure successful implementation of FinancialForce apps for their customers. These partners have access to the latest implementation tools and training materials to keep up to date on the latest product releases and bring their own domain experience in their chosen areas of expertise.

Integrations
FinancialForce will unify systems to streamline data flows and automate the movement of data across the different applications in the client's ecosystem. The Salesforce Platform enables FinancialForce to be extended with other on platform applications while providing the security and API model to integrate to off platform systems as well. Completing business specific solution stack is possible with FinancialForce's pre-built connectors. As all

the data is in a single common data platform, clients can use generalized integration solutions to integrate with any 3rd party products. FinancialForce provides open, standards-based APIs that developers can use for integration. Both RESTful and Web services (SOAP-based) APIs are available to support development goals.

Training
FinancialForce offers a number of training programs to fit the client's specific needs, or they can work with FinancialForce's training team for a tailored program. Accelerate end user adoption with in-depth, virtual instructor-led training, tap into self-service training to learn a new function or refresh knowledge, and partner with FinancialForce's professional services team for *"train-the-trainer"* project-based training.

Success Plans
FinancialForce's premier Success Plan will partner clients with a Customer Success Manager (CSM) who will help them map out goals and KPI's and help them accomplish their goals by conducting regular business reviews. To help the clients to take their usage to the next level, FinancialForce will give its clients 4 sessions annually with a Technical CSM. They will have access to one fundamentals class to be used throughout the year, to help them on-board and train new team members. Clients will also receive 1 free pass to FinancialForce's annual customer event. From a

Tod Nielsen, President & CEO

Tod Nielsen President & CEO of FinancialForce

Tod Nielsen is the **President** and **CEO** of FinancialForce. Formerly the Executive Vice President of Platform at Salesforce, Tod joined FinancialForce in January 2017, bringing his deep understanding of cloud platforms and extensive experience taking technology companies beyond the billion dollar revenue mark. Prior to his role at Salesforce, Tod redefined Heroku's enterprise strategy as the Chief Executive Officer, significantly accelerating its growth. As the Co-President of Applications Platform Group and Chief Operating Officer at VMware, their market cap increased 9-fold to more than 50 billion dollars.

Tod has held additional high profile positions throughout his career. Prior to VMware, he served as the Chief Executive Officer of Borland Corporation where he successfully rebuilt the organization and quadrupled the company's revenue. Earlier, Tod served as Senior Vice President of Marketing and Global Sales Support for Oracle and Executive Vice President and Chief Marketing Officer for BEA Systems. Prior to BEA, he spent 12 years growing Microsoft cloud and development offerings in various executive roles, including General Manager of Database and Developer Tools and Vice President of Microsoft's Platform group, where he was responsible for the development of .NET and Azure platforms.

support perspective, clients will receive an initial response to FinancialForce's most critical cases in 1 business hour.

Community

The FinancialForce Community is the digital hub for customers — a one-stop-shop that will support the clients throughout their journey with the company. By joining the community clients gain access to documentation, 5,000+ knowledge articles, video tutorials, On Demand training modules, and download additional applications and extensions. Clients can also participate in monthly best practices webinars and collaborate with 14,000+ customers and the entire FinancialForce team by asking questions and sharing tips and advice in FinancialForce's discussion groups.SR

" *When digital transformation is done right, it's like a caterpillar turning into a butterfly."*

Mark Vipond
CEO

The digital banking experience, solutions, and services needed to create a connected customer experience:
D3 Banking Technology

In short, digital banking means the full digitization of banks and all its activities, programs and functions. It's not just about digitizing your services and products — the front-end that customers see — but also about automating your processes (the back-end) and connecting these worlds with middleware. Digital banking is about the automation of every step of the banking relationship, and it goes way beyond an online or mobile banking platform.

D3 Banking Technology's digital banking platform provides financial institutions with the power to control their digital future. The function-rich digital solutions are built using hundreds of banking features that provide banks and credit unions with the flexibility, scalability, and agility that is needed to compete in the modern digital banking landscape.

Banking Services & Features

Single CX / Multi-Form Factor
It helps in connecting your entire digital banking customer experience across form factors with desktop, mobile web, iOS, and Android.

From Seamless Login to Robust Entitlements
It helps their customers on the go with simple banking needs; single sign-on offers the ease of a single entry point backed by robust security. For business banking clients, the firm provides robust entitlements capabilities that allow owners to determine who can access what accounts and what services while also set thresholds for authorizations and approvals.

Intuitive Money Movement
Through this, the customers of the firm can make an internal transfer in seconds, set up a new recipient for payment in a wizard

flow, or head to Pay Multiple for a top-down view of all your recipients and payment options for maximum control.

Accounts & Transactions Tools

In a consolidated and configurable view, this helps to manage accounts and transactions with contextual actions for accessing additional details and documentation. Track and change spending categorizations and provide a better view of financial spending.

Toggle between Accounts

D3 Small Business Banking allows to simply toggle between their personal and business accounts without the need to repeatedly log in and out to get the information and services they need.

Enabling Technologies

Open APIs

The D3 Platform provides open APIs for all services that power our solutions. All APIs are native, well documented, and exposed for use in D3 solutions as well as for use by our clients so they can differentiate themselves. All APIs are controlled and published according to a release methodology that facilitates rapid deployment.

Extend & Tailor Via SDKs

D3 offers SDKs for web, mobile, and server, giving your financial institution the ultimate control. Using SDKs, your bank or credit union are able to introduce new services, microservices, or modify existing services and microservices, according to the unique needs of your digital banking offering.

CX Tailoring

The Power of Control: Configuration

Utilizing the firm's proprietary application helps in controlling internal resources can simply input your bank's digital brand equity and watch the UI come to life. Within minutes the digital banking application transforms into the colors, logos, fonts and messaging that make your CX unique.

Modify UI with Extensions

If the tailoring tools of Control don't fit the client's needs, the firm allows custom-built extensions to further adjust UI elements. Simply put, if you can imagine your UI changes through CSS or JS, there's nothing holding you back from your desired UX.

UX Alterations

The extension model not only allows for UI tailoring but UX customization. Reimagine menus, user journeys and content strategy to create your own custom UX. **SR**

The leader behind the glory of D3 Banking Technology

Mark Vipond serves as the **Chief Executive Officer** of D3 Banking Technology. Mark is responsible for the strategic direction of the company as well as the executive oversight of sales and operations. He has more than 25 years of experience in the software industry. He was president of ACI Worldwide, Inc., a provider of electronic payments and banking for more than 2,600 financial institutions, retailers, and processors around the world. At ACI, Mark was president of global product, senior vice president of consumer banking, chief operating officer, national sales manager, and vice president of the emerging technologies and network systems divisions. Mark is an alumnus of the University of Nebraska – Omaha with a degree in business administration.

LeewayHertz

Helping enterprises accelerate innovation and enhance productivity with technology services: LeewayHertz

Software development is the process of conceiving, specifying, designing, programming, documenting, testing, and bug fixing involved in creating and maintaining applications, frameworks, or other software components. Software development is a process of writing and maintaining the source code, but in a broader sense, it includes all that is involved between the conception of the desired software through to the final manifestation of the software, sometimes in a planned and structured process. Therefore, software development may include research, new development, prototyping, modification, reuse, re-engineering, maintenance, or any other activities that result in software products.

LeewayHertz is one of the first few companies to build and launch a commercial app on Apple's App Store. The team of certified designers and developers has designed and developed more than 100 digital platforms on Mobile, Cloud, AI, IoT, and Blockchain.

The firm has created a workforce of blockchain developers who can build blockchain apps on different blockchain platforms such as Ethereum, Hyperledger Fabric, Hyperledger Sawtooth, Hyperledger Iroha, Hyperledger Indy, EOS, Stellar, Tron, and Corda. They design, develop, deploy and maintain technology products. Uber and Twitter are using our inventions and patents.

Software development offerings By LeewayHertz

Blockchain Technology Consulting
It helps to track the movement of drugs from the manufacturer to the end consumer at global locations. Blockchain technology helps to maintain trust between all parties by capturing records from every location to the chain, eliminating paperwork. Ensuring no counterfeit medications slips because of the lack of traceability. The firm's approach to blockchain technology consulting begins with what, why, and how blockchain can benefit an enterprise solution with its capability to bring trust and transparency.

Custom Blockchain Development
With expertise in multiple blockchain platforms, including, Hyperledger, Corda, Tron, Stellar and EOS, we build scalable and robust custom blockchain solutions for enterprises and startups.

CONSULTING

Smart Contracts
The teams of smart contract developers help to develop and deploy smart contracts for public and private blockchain networks. They have built smart contracts for crowdfunding, blockchain supply chain solutions and various dApps.

Wallet Development
With blockchain skills and knowledge, the company's blockchain developers can develop wallet dApps which can hold a wide array of digital assets and currencies and offer the ability to check balance and track history.

dApps Development
From ideation to design and development, the blockchain developers can build enterprise-grade decentralized applications (dApps) to help clients accelerate time to market and maximize ROI.

Decentralized Exchange
The firm's blockchain development team can create a hack-proof and robust platform on Android and/or iOS and Web platforms which allows the real-

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"Programming is about managing complexity: the complexity of the problem, laid upon the complexity of the machine."

Meet the mastermind the glory of LeewayHertz

AkashTakyar serves as the **Chief Executive Officer** of LeewayHertz. Akash founded LeewayHertz in 2007 and under his guidance; the company has made a name for it and attracts world-class talent to the company. His mastery of usability, interface design, and system architecture has propelled the company to create aesthetically beautiful, useful and highly functional applications. He holds apost-graduate degree in computer application and deep understanding of IoT and Blockchain. He has been awarded the prestigious Indira Gandhi Priyadarshini Award.

AkashTakyar, CEO

time exchange of digital currencies in a secure and efficient way.

Tokenization
Tokenization can eliminate volatility and bring more liquidity to a wide array of assets. Therefore, company's blockchain development team can help you tokenize any asset you want, ensuring trust, transparency, and efficiency.

Hyperledger Blockchain Development
"Hyperledger is not a company, not a blockchain and not a cryptocurrency. Rather, it is a community for open industrial blockchain development."

The company has a team of Certified Hyperledger Developers who can build faster and risk-free blockchain apps with Frameworks hosted by the Hyperledger. With work experience in building Blockchain Supply Chain, Identity Management, and Transportation Solutions using Hyperledger

projects, we deliver scalable and robust products.

The firm has worked on hybrid (off-chain and on-chain) projects with Hyperledger Fabric and Sawtooth framework. With the content stored on IPFS and CDN and hosting infrastructure on AWS and IBM Bluemix, we have developed over a dozen blockchain apps for enterprises.

End to End IoT Development Service
As a leading IoT Application Development Company, the firm believes in coming up with robust, customized, new-age and out of the box solutions for our clients. Our team has extensive knowledge of frameworks and mobile technologies. They follow a proprietary agile development process that provides the product's roadmap from concept to its launch– resulting in the excellent web, mobile, and IoT infrastructure implementations.

IT Consulting
The company recommends and validates the right technology for your business. Their team of consultants identifies the business pain points and helps eliminate them with a technology solution.

- Technology Consultation
- Selection of Technology Stack
- Planning & Strategy
- Visual and Technical Designs
- Visual and Technical Designs
- We convert your idea into interactive prototypes to receive early feedback and save development costs by eliminating guesswork

Custom Software Development
The firm transforms their client's idea into custom software which is scalable, reliable and secure in a short period of time. Using the latest tools and processes, they achieve high development efficiency that reduces time-to-market.**SR**

Simplified Solutions for Every Fibre Deployment: **Clearfield**

Clearfield, Inc. manufactures and distributes passive connectivity products. Its fibre management and enclosure platform consolidates, distributes, and protects fibre through inside plant facilities, to outside plant facilities, to the home, and to the drop-off points in between. Clearfield's products service the wireless, cable, and telephone service providers, municipal-owned utilities, and non-traditional providers. Clearfield was founded in 2008 and is headquartered in Minneapolis, Minnesota.

Clearfield's history began in the late 1980s with the merging of Americable and Computer System Products. Moving forward under the business name Americable, in 2003 the company was purchased by APA Enterprises. In 2007, APA Enterprises changed course after several consecutive years of profit losses. In June 2007, Cheri Beranek took the new role of CEO. Under the new leadership, APA Enterprises redefined itself with a new vision by rebranding the Company as Clearfield at the start of 2008.

Clearfield, Inc. designs, manufactures and distributes fibre optic management products, helping service providers reduce the high costs associated with deploying, managing, protecting and scaling a fibre optic network to deliver the mobile, residential and business services customers want. Based on the patented Clearview® Cassette, its unique single-architected, modular fibre management platform is designed to lower the cost of broadband deployment and maintenance while enabling customers to scale their operations as their subscriber revenues increase.

Clearview

Delivering the most scalable fibre management platform in the industry, Clearfield ensures your investment in capital equipment grows alongside your take rates. With Clearfield, deployments are quicker, required inventories are reduced and technical training is virtually eliminated. The key to this promise: Clearview® Blue, Clearview Black and the Clearview xPAK — the central building blocks of every element of the FieldSmart® product portfolio.

Clearview Classic is a system of six parts that nest together in the cassette's main housing to support a wide range of applications. Parts can be added or removed as needed to support the environment in which it's deployed. Within the cassette, all fibres from the sub-assembly are slack stored, bend radius protected and secured against accidental physical damage from handling.

FieldSmart

FieldSmart® is the only fibre management platform to be designed around a single architecture – the Clearview® Cassette, Clearview Blue and the small count Clearview xPAK – for the inside plant, outside plant and access network. FieldSmart supports a wide range of panel and cabinet configurations, densities, connectors and adapter options.

For the inside plant, the FieldSmart Fiber Crossover Distribution System (FxDS) provides a system of modular and scalable building blocks to configure a frame system that delivers industry-leading scalability and fibre protection without jeopardizing density or increasing cost. Or turn to the FieldSmart Fiber Crossover High Density (FxHD) inside plant frame solution, utilizing the Clearview Blue and Blue Building Blocks, to align desired cable counts and scale to the highest density in the industry. The FieldSmart Fiber Scalability Center (FSC) and Hub Collapse Cabinet (HCC) sets the bar for fiber access, protection and density among outside plant cabinets for PON, cross-connect or hub collapse environments.

YOURx

YOURx™ is the only fibre delivery platform to be designed around a single architecture—the YOURx FlexPort – which eliminates the need for expensive proprietary connectors when deploying fibre in the distribution and drop portions of the network. Unique to every YOURx enclosure, the YOURx FlexPort is a sealed port that provides a completely protected pathway with an air and water tight connection for a wide range of fibre drop options

Meet the innovative CEO, Cheri Beranek

A founding member of Clearfield, Inc., **Cheri Beranek** is considered a communications visionary. Her extensive leadership experience and unique management style combined deliver outstanding corporate performance. Under her direction, Clearfield has recorded 10 consecutive years of profitability and posted historic gains in both the market capitalization and shareholder equity. Today, Clearfield is a multinational business with more than 250 employees and over 700 customers. Earlier in her career, Ms. Beranek held a variety of executive-level positions with emerging high-growth technology companies, including Americable, Transition Networks, Tricord Systems, and Digi International. She also has extensive non-profit experience including: the City of Fargo, the Metropolitan Planning Commission of Fargo/Moorhead, and North Dakota State University.

Cheri Beranek, CEO

including micro duct, cable in conduit, flat drop cables and FieldShield® drop cables. The 10mm or 14mm opening of the YOURx FlexPort accepts micro duct, bundled cable, or using a YOURx FlexConnector snapped on, also accepts single fiber FieldShield drop cables.

CraftSmart

Clearfield's CraftSmart® product line provides physical fibre protection for products completing and delivering a turn-key passive solution from the central office/head-end to the customer premise. The CraftSmart Fiber Protection Pedestals (FPP) and Fiber Protection Vaults (FPV) provide the most cost-effective thermoplastic enclosures in the industry meeting and exceeding the industry standards for strength, reliability, and environmental concerns.

CraftSmart FPP's are designed to Telcordia's GR-13 CORE, are lightweight, non-corrosive, and rugged. FPP's come with a self-locking cover, factory installed battery, and can house the FieldSmart® Small Count Delivery (SCD) Case for last mile drop applications. Bases are direct buried with its high-rib construction providing an earth locking feature when properly installed and can be ordered as stake-mount for extra stability.

WaveSmart

Custom-built for the unique light requirements and interoperability needs of PON splitting, fiber exhaust scenarios and coarse and dense division multiplexing, Clearfield delivers unparalleled fiber performance with its WaveSmart® Optical Components. Key to the success of a fiber deployment is the performance and precision of the optical components deployed in the inside

and outside plant environment. Clearfield leads the way with WaveSmart Optical Component technologies for PON splitting, C/W division multiplexing and optical circulators. These products are custom built to your unique split ratios, light requirements and interoperability needs.SR

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We make every decision by listening to our clients, recognizing our skills and talents, understanding our client's needs, collaborating with each other to deliver the best solution.—And then celebrating our success."

PriMedia
Traditional, Mobile and Digital Media Buying & Marketing Solutions
On Budget. On Target. On Time.

Furnishing marketing solutions on budget, on target and on time: **PriMedia**

"We spend your money like it was our own—carefully, effectively and efficiently!"

Jim Cooney, President & CEO

PriMedia is a national media buying and internationally recognized direct marketing firm. PriMedia was founded on the basic premise that most advertisers unknowingly pay far more money for media than they need to and these advertisers would welcome the opportunity to save 20% to 40% while still receiving the exact same broadcast schedules.

The accuracy of this premise can best be judged by the fact that PriMedia's buyers have spent literally billions of media dollars over the last 35 years for thousands of clients, including print, digital and traditional media … a record of success and accomplishment that makes the firm uniquely qualified

to plan and place your media and/or design your overall marketing plan.

Virtual Agency Structure

PriMedia's executives and employees all have previous experience in the broadcast industry or print media. The company operates as a *"virtual agency"*. This structure allows them to instantly expand their capabilities through partnership affiliations with leading design, production, direct mail, printing, and public relations firms. This provides their clients with an affordable pool of top executives, giving them a better product at a lower price. If requested, the firm is capable of providing any and all advertising services and

The mastermind behind the victory of Primedia

Jim Cooney is the **President** and also serves as the **Chief Executive Officer** and Direct Marketing Creative Director. He oversees the day-to-day operations and strategic direction of the agency, its' personnel and many of its' top accounts.

Jim also offers PriMedia clients direct marketing, media planning and marketing strategy recommendations, coordinates creative, production and/or Public Relations services requested by clients through strategic partner firms directs outdoor, alternative, print digital, and online media buying and the Sports Marketing deals/packages of the agency and its personnel. Jim has worked in direct marketing and media buying for over 35 years on local, national, and regional accounts.

He is a twenty-five-time ECHO, New England Direct Marketing Association (NEDMA) and Supershow award-winning copywriter, broadcast producer, creative director, account executive, media planner/buyer, marketing strategist, and account executive.

> *"We Love solving marketing problems creatively and successfully overcoming client challenges and producing trackable and measurable results."*

resources, at an award-winning level equal to any marketing challenge.

Unique Agency Experience

PriMedia's core team of experienced media professionals employs a wealth of knowledge and experience in the broadcast, traditional and digital advertising, and direct response industries. It brings a totally unique approach to media buying because of our decades of experience working at agencies, stations, and as the client. In fact, the firm is one of the few agencies in the world where the principles of the firm have spent hundreds of millions of dollars of their own money on advertising. Having worked *"both sides of the desk"* provides expertise and advantage that is uncommon in the industry.

Navigation expertise provided

Traditional expertise

By utilizing strategically located New York City wallscapes and high impact double-decker full-wrap busses we complemented more traditional media exposure and dramatically increased target audience reach in a highly competitive impulse-purchase retail environment. The media solutions included Bus Kongs and Headers, and dasher board and Digital Scoreboard Fight sponsorships at Providence Bruins (AHL) games complementing a significant and dominant outdoor (Interstate bulletins utilizing extensions) and multi-cultural media presence based

on ideal target audience for the service and brand.

Digital expertise

PriMedia used high impact digital placements (as well as a supplemental multi-media mix of OOH, Transit, TV, Radio, and Print) to generate excitement and drive ticket sales for the (now annual) event. Since its first year, we have increased attendance, ticket sales and bookings each year of our involvement. The firm employed a digital audio & banner strategy using Pandora that was available across all devices in the multiple DMA's where Alex &Ani was previously already introduced.

PriMedia ran a cross-device digital/mobile campaign to generate millions of completed pre-roll video views pushing specific product offerings at a different time of the year. They also utilized takeovers and sponsorship of local websites to push new product sampling.

Mobile Expertise

PriMedia employed a mobile audio and banner strategy using Pandora that was available across all devices within a geofenced location. Users were then sent directly to a secure page where they could input their information for a free quote.The firm has geo-fenced a mobile ad buys around Gillette Stadium during Patriots home game prior to the election. All users on a compatible device were shown an ad for the candidate that brought them to a specifically created landing page in which they could learn more about the candidate and where he will be or to donate. SR

Silvia Sánchez
Director

David Fernandez
Co-founder & MD

An Interview with
Transmural Biotech S.L Leadership:
'Our Technology is Constantly Improving, Learning from the Images it Analyzes, and Increasing its Strength and Scalability Day by Day'

"In just over five years, more than 93,000 pregnant women have benefited from the advantages of quantusFLM and the doctors' reactions have been overwhelmingly positive."

The health sector is obliged to undergo strong modifications in the coming years. The effect of the economic crisis is forcing to find cheaper and more efficient solutions for the current clinical practice, and at the same time, the growth of the life expectancy and aging of the population forces a deep rethinking of the whole system.

Our innovative technology and clinical use have already been implemented in 17 countries, with more than 700 medical centers."

Transmural Biotech S.L's mission is to develop innovative products and services in the clinical field applying image analysis technologies that allow a personalized, economical, non-invasive, and efficient medicine. In this way, the company aligns with the trends that follow in the evolution of the health sector, which can provide effective solutions to the current problems that it's suffering.

Transmural focuses on developing innovative medical technologies based on image analysis and processing to provide health professionals with additional information that current technologies cannot provide and substantially improve the quality of service they offer to patients.

The company was incorporated in 2009 and is headquartered in Madrid, Spain.

David Fernandez (Co-Founder/MD), Silvia Sánchez (Director), Transmural Biotech S.L Leadership, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up, Mr. Fernandez?
The company was created through a spin-off of the clinic hospital

in Barcelona based on a first product called quantusFLM. From here it was demonstrated that using the same technology that was developed transversally, new products can be created.

What challenges did you face in your initial years, Ms Sánchez?
The biggest challenge was to maintain a sufficient degree of research and develop a direction capable of maintaining the company itself. We're currently working to develop new products but in turn in the search for international distributions and marketers worldwide.

How successful was your first project roll on? Share the experience, Mr. Fernandez.
We achieved great success with quantusFLM because it was the demonstration that, through an ultrasound scan, a more advanced, faster and more reliable diagnosis was achieved than with a traditional invasive clinical test. That was the success of a model for different diagnoses:

Measuring extract subtle and detailed information (texture) of the medical ultrasound images and relate these texture changes to the microstructural changes of the tissue, building a bridge between medical ultrasound and specific pathological processes.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company, Ms Sánchez?

Our innovative technology and clinical use have already been implemented in 17 countries, with more than 700 medical centers. In just over five years, more than 93,000 pregnant women have benefited from the advantages of quantusFLM and the doctors' reactions have been overwhelmingly positive. The same change is following quantusPREMATURITY. This extension of our clients and the pregnant women they serve requires us to have to answer each of the professional and dynamic forms of the questions we're asked.

Just as our technology feeds back with the multiplication of diagnostic tests, the concerns that our clients send us to provide feedback on how to distribute our products and after-sales service.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company, Mr. Fernandez?

In our case, sustainability is given by powerful alliances in research, especially those related to artificial intelligence (AI). Our main partner in this sustainability of innovation is BCNatal, a world leader in medical research based on extracting subtle and detailed information (texture) from medical ultrasound images.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying, Ms Sánchez?

Technology based on AI has to be applied very carefully in health-related matters. Having machines that make decisions that directly affect human life must be carefully monitored, ensuring, on the one hand, that ethical issue is not infringed and, on the other hand, that the technology has been abundantly tested and the error margins a re extremely low and determined.

Is your company a leader or follower, Mr. Fernandez?

Clearly, we're leaders in the sector. We're present throughout Europe in the largest Hospitals in Latin America; an agreement with a Chinese pharmacist who is already testing our products for six months in a satisfactory way with thousands of tests performed is also being closed. The big challenge today is the entry of the United States through the FDA.

What do you feel are the reasons behind your company's reputation, Ms Sánchez?

In our field, reputation has a main basis: the demonstration of our quantitative predictions remains more accurate than outdated methods. The other reputational bases are in obtaining the confidence of doctors and mothers that our methods are:
- Fast (offer results immediately),
- Easy to use (they adapt to all existing ultrasound),
- Saving generators, by greatly

reducing costs in incubators and in hospitalization days,
- Of great help to determine the best time for delivery,
- Health generators, by avoiding tests with percentages of danger to the motherand the fetus, as well as the indiscriminate use of corticosteroids.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying, Mr. Fernandez?

We have very motivated doctors and engineers in the search for diagnoses for new pathologies. Our research and development department is the heart and engine of Transmural.

Where do you see your company a couple of years from now, Ms Sánchez?

The future of Transmural should be a biomedicine factory, together with a platform where scientists and doctors can collaborate to create new diagnostic imaging products for fetal pathologies (such as heart and brain) and adult pathologies. SR

Leadership | Transmural Biotech S.L

David Fernandez: David Fernandez, **Co-founder**, serves as the **Managing Director** of Transmural Biotech S.L.

Silvia Sánchez: Silvia Sánchez serves as the **Director** of Transmural Biotech S.L.

Jack Stover
CEO

INTERPACE
DIAGNOSTICS

An Interview with Jack Stover, Interpace Diagnostics CEO: 'Our Unique Molecular Diagnostic Tests Enable Healthcare Providers to Avoid Unnecessary Surgeries and Better Assess the Risk of Cancer Progression in Patients'

"We are a leader in our industry and in the specific markets we serve; our products are novel and innovative and are supported by the most advanced technologies."

Conventional methods do not provide a full, comprehensive view of a patient's likelihood of progression to cancer. Today, nearly 80% of surgeries for thyroid and pancreatic cancer are unnecessary; testing following surgery shows that in these cases the tumors are actually benign even though the initial assessment found them to be malignant. Molecular testing has evolved significantly over the past several years and represents an opportunity to identify cancer at its earliest stages. Many molecular markers are well known to prognose which cancers will be most aggressive and require more substantial treatment. Moving forward both diagnostic and therapeutic companies are looking to develop companion diagnostics to ensure the right patients receive the right treatment at the right time.

In light of the foregoing, we're thrilled to present **Interpace Diagnostics**.

Interpace is focused on developing and commercializing molecular diagnostic tests principally focused

on early detection of high potential progressors to cancer and leveraging the latest technology and personalized medicine for patient diagnosis and management. The company operates in the molecular diagnostics segment. It offers molecular tests, such as PancraGen, which is a pancreatic cyst molecular test that can aid in pancreatic cyst diagnosis and pancreatic cancer risk assessment utilizing its PathFinder platform; ThyGeNEXT, which assesses thyroid nodules for risk of malignancy, and ThyraMIR, which assesses thyroid nodules' risk of malignancy utilizing a micro RNA classifier assay. Through its molecular diagnostics business, Interpace provides diagnostic options for detecting genetic and other molecular alterations that are associated with gastrointestinal and endocrine cancers, which are focused on early detection of cancer.

The company was incorporated in 2014 and is headquartered in Parsippany, New Jersey.

Jack Stover, Interpace Diagnostics CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up?
Interpace Diagnostics was set up to deliver diagnostic insights to physicians to help them in making treatment decisions. The company has grown significantly since its founding, largely through the development and commercialization of new products and product extensions.

How successful was your first product roll out? Share the experience.
Our first product roll-out was ThyGenX, our molecular test for indeterminate thyroid nodules. The test was intended to assist endocrinologists and endocrine surgeons in making a decision whether or not to perform thyroid surgery on a patient with an

"We leverage the latest technology in personalized medicine to provide beneficial molecular diagnostic tests and pathology services for evaluating the existence or risk of developing cancer."

Jack Stover: An Aspiring Entrepreneur

Jack Stover serves as the **Chief Executive Officer** of Interpace Diagnostics. He was previously on the board of directors of PDI, Inc., the parent company of Interpace Diagnostics when it was founded as a new business unit in 2014. Prior to joining Interpace, Mr. Stover held numerous senior-level executive positions in the pharmaceutical and life sciences industry.

indeterminate nodule. We rolled out the project in late 2014 by hiring a brand new commercial team with strong experience in molecular testing. We also engaged a scientific advisory board to help ensure we were using the voice of the customer in making strategic decisions. In addition, the company invested in clinical studies that validated the analytical and clinical validity of the test. Finally, we worked closely with patient advocacy groups to ensure we had the patient's perspective represented in our product development strategies.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

Our mission as a company is to resolve diagnostic uncertainty i.e. help physicians to understand what the best course of action is–performing surgeries to monitoring a patient's condition over time. Each of our employees understands that behind every sample we process is a patient who is waiting to find out whether or not they have cancer. This is a collective behavior that embodies who we are as a company.

Is your company a leader or follower?

We are a leader in our industry and in the specific markets we serve; our products are novel and have not been replicated in the market. While there are competitors, we have taken the lead in areas like thyroid cancer, pancreatic cancer, esophageal cancer, and lung cancer. Our customers have come to expect innovation from us as we have been delivering on that request since our inception.

Is it true that striving for both ethics and success in a business is a tough feat?

No! We have been able to successfully achieve both. Our industry is highly regulated by various government agencies. These organizations ensure we are performing according to the highest of standards. Between these external forces and our own company cultural norms and values, we run a very ethical business. We believe that running an ethical business has been one of the reasons for our strong performance and success. Our clients expect us to perform every test for every patient in an ethical manner; if we didn't do so, we would not have achieved the level of success we have today.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

Following are the factors that aid us outshine competition:

Our Employees: They are our biggest asset; they take care of our customers and represent the company directly.

Our Key Opinion Leaders: They have been instrumental in helping us develop our product pipeline and launch the products that are most helpful in the market.

Our Commercial Organization: Our field sales team has had tremendous success in working closely with our customers and prospective clients to drive impressive growth in the business.

Product Development: Developing new products and expanding existing ones to ensure product life cycle management results in innovative offerings for our customers.

Our Customers: The clients are our biggest advocates and they share their experiences with our products with one another.

What do you feel are the reasons behind your company's reputation?

We have delivered consistently on the expectations we have set out for ourselves. We have experienced tremendous growth over the past three years consistent with the goals we have communicated publicly.

Where do you see you and your company a couple of years from now?

We are driving the company to have $100M in revenue through a combination of organic growth and potential acquisitions like the one we just completed with Cancer Genetics. We believe we will become more and more a data company, leveraging the informatics that has been generated by the tens of thousands of molecular tests and results we have accumulated over the past five years. SR

An Interview with Marla Vanessa Bojorge Zúñiga, **Bojorge & Associates** Founder: 'I Felt in a Box and Wanted to Fly and Discover the World'

Marla Vanessa Bojorge Zúñiga, Founder

"I do not feel comfortable following what others were doing in their business."

Spain: Europe's Greatest Business Destination

Spain, the second-largest country in Europe, is so diverse there is something for everyone. The country is located in southwestern Europe in the Iberian Peninsula. It is surrounded by the Mediterranean to the east and to the south, Portugal to the west, the Atlantic to the southwest, and France, Andorra, and the Bay of Biscay to the north. The Balearic and Canary Islands are also part of Spain.

Whether you enjoy the beach, mountains, dry plains, tropical climates, skiing, trekking, long sandy beaches, hidden rocky coves, crisp cold mornings, long warm evenings, sitting by a warm fire watching it snow or sitting on a deckchair in the sun, sleepy rural villages, or some of Europe's most modern cities, it's there for you. Modern and affordable public transportation makes seeing the entire country comfortable and within reach of everyone.

The Spanish people are fun-loving and family-oriented. Bars open late, eating out is cheap and people are generally very relaxed. Spain is child-friendly too: on an ordinary Saturday night in most cities you'll find everyone from young children to grandparents on the streets and in restaurants having a good time. Since the Spanish birthrate is low, children are doted on and grow up in a caring, multi-cultural environment. There is a wide range of educational options, from Spanish public schools to British schools to completely

As businesses undergo a transformation—in areas ranging from culture to technology—and enter whole new sectors, corporate law firms are changing with it, remaking their use of technology and moving into new fields of practice from blockchain management to cybersecurity. The corporate law industry is currently witnessing an upswing across the world.

In light of the foregoing, we're thrilled to present **Bojorge & Associates** — an international corporate and immigration law firm. It's located in Valencia, Spain.

Elements: That Aid Bojorge & Associates Stay Ahead of the Curve

Primarily, Bojorge & Associates practices immigration law and assists with Spain visas and travel, but the firm is diverse incapacity. It assists in proceedings and representation services mainly in Spanish immigration law.
"We provide businesses, employees, foreign resident citizens and foreign non-resident citizens with legal and consulting services in the areas of visa, immigration and business resources for opportunity."

> *"Since the very beginning, the clients appreciated my work that I understood their difficulties and provided solutions."*

Marla Vanessa Bojorge Zúñiga: A Promising Leader

Marla Bojorge is the owner of Bojorge & Associates. The firm specializes in finding the right legal solution for each client's unique circumstances. Ms Bojorge previously trained in Switzerland (Tribunal de Première Instance Suisse) and the United States (Kavanagh Maloney & Osnato LLP Manhattan, New York), and is a member of the International Association of Lawyers (UIA) until September 2019. She's also a member of the IBA (International Bar Association).

Ms. Bojorge received her law degree in Spain (1995) and her master's degree in business (2005). After living in Beijing, she obtained a further degree in law (2008).

She is a fellow of the Centre for International Legal Studies (CILS), Austria.

Marla is the sole contributor to the Spanish chapter of the Global Business Immigration Handbook, published by Carswell (2011), the Global Mobility Handbook 2013 and 2015, published by ILW.COM and LawQuest in India, and the Spanish chapter of The International Comparative Legal Guide to Corporate Immigration 2019 published by ICLG. She is also a contributor to publications by Kluwer Law International, International Law Office (2012) and UIA Newsletters.

She has been recognized by Corporate INTL, ACQ Global Awards, Legal Comprehensive (including recognition in its Top 100 list), Lawyer Monthly (as winner of the Women in Law Award), Acquisition International, Lawyers World, Lawyers Worldwide Awards, Worldwide Financial Advisor Awards, Corporate Vision (as winner of a European Corporate Excellence Award), Corporate Live Wire, Global Leading Lawyers, Finance Monthly, AI Global Media, Global Business Awards, Corporate Insider (as winner of a Business Excellence Award), Global 100 Awards, ICFM Global Awards, Global Business Insight, and Thought Leaders: Brexit (2017 and 2018).

Marla has participated as a speaker at the IBA and the UIA.

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bilingual schools. Children also have the opportunity to experience extended family life, since older folk in Spain usually remain in the family home, instead of moving into nursing homes.

The cost of living in Spain is somewhat lower than the rest of the EU, and taxes are also lower. EU citizens have the same job rights and privileges as Spanish citizens, and they can work as freelancers or start their own companies in the same way as Spaniards do.

Consultations are provided to corporations as well as individuals concerning the following aspects of Spanish Immigration law: Acquiring Spanish Nationality, Employment-Based Immigrant Visas, Tourist Visa and Letter of Invitation, Application for self-employment visa, Business Visitor, European Union Citizen Permit.

Marla Vanessa Bojorge Zúñiga, Bojorge & Associates Founder, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up?

I do not feel comfortable following what others were doing in their business. Perhaps I was not a good asset for them; therefore, I only follow my own rules and strong ethical standard. I felt in a box and wanted to fly and discover the world.

What challenges did you face in your initial years?

Lack of budget, the policy of being a friend firstly, instead of being a professional, others watched me as a competitor instead of a colleague or a potential collaborator. There were different points of view, be rejected by some Spanish lawyers, or starting from *"zero"*. Hopefully, this is over.

The crisis put everyone in Spain at the same level.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

Since the very beginning, they appreciated my work that I understood their difficulties and provided solutions.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Last year, I joined the workshop of the business sector about Agenda 2030 in Spain and do agree with it. Obviously, it takes time and effort to do things as you wish, but I try to do my best.

Is your company a 'leader or follower'? Do you formulate your own core values?

Totally! I do not follow anyone. In fact, the majority of times I work alone.

Is it true that striving for both ethics and success in a business is a tough feat?

No, I think ethics is the base of a strong project. Success comes later.

What do you feel are the reasons behind your company's reputation?

Each person is unique. Each person has his/her own opinion. Perhaps trust, emotions, and hard work.

Where do you see your company a couple of years from now?

Honestly, I do not have a specific plan. Every day, I walk a little step. SR

Steve Ledson, Owner

The man behind the glorious success of Ledson Winery & Vineyards

Steve Ledson, a 5th generation winemaker, has been farming with his family since he was five years old. The Ledson Family is one of the oldest families still farming in Sonoma County.

Ledson Winery & Vineyards – Bottling poetry in the form of wine with skill, patience, and experience

"We have learned to simplify everything and really just focus on giving our customers an exceptional experience, a quality wine and making their trip memorable for them."

Throughout human history, wine has received its fair share of praise, almost even worshipped. It's arguably the most beloved beverage in the world. Wine rises steeply above a mere *"beverage"* in the minds and hearts of these wine lovers. Wine is a living thing. It is made, not only of grapes and yeasts but of skill and patience. While drinking it, remember that to the making of that wine has gone not only the labor and care of years but the experience of centuries.

Wine has been used in novels, plays, movies, and real-life! That's why so many wine parables revolve around wine and truth, wine, and words. Wine has a unique and mystical quality to it: unlike most other beverages, it frequently benefits from aging. Crafting the perfect wine is an art. So there is a bottled surprise which is always waiting to be discovered.

Given the preceding, we're overwhelmed to present you **Ledson Winery & Vineyards**

Ledson Winery & Vineyards is a gothic blast from the acres of rolling vineyards and pastoral calm charming family wine estate. Its 16,000 square foot French Normandy winery in Sonoma Valley is known as *"The Castle"* around the world. The castle was initially intended as the Ledson family home in 1989 before they decided to use it for the winery. It has serene ambiance elegant gardens in front and a range of wines to try within. Ledson specializes in small varietal lots that reflect the genuine diversity of its selected vineyards and appellations. The firm produces approximately 70 different varietals. These include reds, whites, and dessert wines. Wines are sold exclusively at the winery in Kenwood, in its online store, and at the Ledson Hotel in Sonoma.

In conversation with Steve Ledson, Owner, Winemaker, & Entrepreneur at Ledson Winery

What is the reason behind the genesis of Ledson Winery and Vineyards?
I wanted to continue our heritage and see it flourish into the future, expanding a company is only possible with an exceptional team as I am a firm believer that you are

only as good as the people you surround yourself with and they're only as good as you

What challenges did you face in your initial years?
Everybody has challenges, but it is all on how you perceive them. I've learned to not beat myself up over them; instead, I take a positive approach and understand challenges as a learning experience. You can accomplish anything if you put your mind to it.

What do you feel are the reasons behind your company's reputation?
Providing our customers with an exceptional experience by making every customer feel good, monitor your brand regularly, set guidelines for conflict management and responding to negative feedback, making sure our social circles are a positive reflection of our brand.

A company's `behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?
Our behavior is our image; our image is how we are perceived in the world, and how we treat others as well as how we want to be treated. Do we give back from our success? Do we share our rewards? Are we willing to go that extra mile

to make a difference? We all strive to make everyone's day special, as we all love feeling special.

Is it true that striving for both 'ethics and success' in a business is a tough feat?
Success will never be genuinely reached without ethics. Good ethics attract customers, employees, partnerships, and relationships. People learn to trust you, respect you, and will always come back when your ethics are on the top of your list of importance. Ethics that I believe in our honesty, integrity, keeping promises, trustworthiness, loyalty, fairness, concern for others, respect for others, law-abiding, and morals.

What kind of mixed responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?
It's hard to please everyone; however, in today's world, we all do a lot of talking; everyone tries to tell people what they want to hear. We have learned to simplify everything and focus on giving our customers an exceptional experience, a quality wine and making their trip memorable for them, so they want to tell everyone about their visit to Ledson.

Is your company a 'leader or follower'?
We strive to be leaders; however, we will follow and learn from others, always knowing there will always be room to learn and grow as long as we never think we know it all. Our core values come from within our strengths as a team. We strive every day to stay on track with those core values we have established, never setting goals out of our reach as a team.

What are the five factors that have been the biggest asset to your organization?
Employees are a company's greatest asset, and you want to attract and retain the best, provide them with encouragement, stimulus and make them feel that they are an integral part of the companies mission, because they are. Then customer service and customer retention will be at its highest, giving the company the most top image, in delivering consistent and quality products.

Where do you see you and your company a couple of years from now?
Growing our reputation, increasing revenue, streamlining our business, doing only what we are good at, working smarter not harder, and continue to achieve our goals as a team.SR

"I've learned to not beat myself up over them; instead, I take a positive approach and perceive challenges as a learning experience."

Kaneka

Kaneka – Creating products that are safer, smarter, and healthier

The chemical industry is comparatively a new addition to the manufacturing world. The prosperity of the chemical industry in the national economy is the true reflection of the simultaneous development of industries like engineering, metallurgy, and several other manufacturing activities. This industry produces a large number of consumer products. The importance of the chemical industry in the day-to-day life of human beings cannot be ignored. The chemical industry is one of the most dynamic as the processes Eire ever-changing

Kaneka is one such Japanese international chemical manufacturing company that produces chemical products such as functional resin, foam resin, and synthetic fibers. The company was also engaged in the medical equipment business. In recent years, it has manufactured raw material for the production of coenzyme Q10, and apheresis devices, where the blood of a donor or patient is passed through an apparatus that separates one particular constituent and returns the remainder to the circulation.

The company was founded in the year 1949 and is based in Osaka, Japan.

Primary Objective

Kaneka is committed to its customers, employees, and social responsibility. The firm is united in its creation of products that are safer, smarter, and healthier.

Safety Statement

Kaneka meets the safety, health, security, and emergency response needs of the organization by providing services and always making safety and health the focal point of their decision-making process while always considering the positive outcome of their actions.

A Dreamology Company

The firm is a highly perceptive and collaborative value-creating group or, meaning a *"Dreamology Company."*

Kaneka: Strengthening R&D Sector

The firm actively introduces cutting–edge technologies, pursue market and customer-oriented values, and develop creative techniques to provide unique, global number–one, and excellent materials. As a solution provider, it is developing overwhelmingly competitive materials by strengthening the technology of global sourcing and open innovation in the field of life science and electronics with speed and scale.

Laboratories

Kaneka is positively promoting alliances and open innovations that are network-based beyond the border of organizations and companies.

Material Solutions New Research Engine: Engages in R&D on cutting-edge new products and production methods related to the electronics and functional resin fields.

BDP Technology Laboratories: Engages in technical development on research, composition, processing, and evaluation related to the biodegradable polymer.

Biotechnology Research Laboratories: Engages in R&D on new products and technologies in biotechnology and fine chemicals.

Regenerative Medicine and Cell Therapy Laboratories: Engages in R&D on devices related to regenerative medicine and cell therapy and new technologies and product related

to cellular medicine and treatment.

Photovoltaic & Thin Film Device Research Laboratories: Develops new products by expanding the application of photovoltaic cells and transparent electrodes using thin film-forming technology and device technology.

Process Technology Laboratories: Develops processes and production technology in device-type and assembly-type business domains based on process design technology and chemical engineering analysis technology.

Process Development Research Laboratories: It engages in the development of innovative processes and production technology for business domains such as photovoltaic cells, organic EL lighting, resin processing, and high precision engineering molding products.

Proprietary Technology and Synergies

Since its foundation, Kaneka has promoted technological development with macromolecular and fermentation technologies as its core competency fields. It has created highly specialized product groups, thorough these multiple proprietary technologies and their synergetic effects.

Healthcare Solution Unit

Aneurysm Embolization Coil, PTCA Balloon Catheter
Catheters are thin tubes, which are inserted into blood vessels to treat diseases of the heart, brain, and peripheral limbs. The firm has developed and continues to develop a wide range of products for various diseases, such as PTCA balloon catheters.

Testing equipment
Skin perfusion pressure measuring system PAD4000 measures the skin perfusion pressure (SPP) and evaluates the severity of peripheral arterial disease (PAD).

Pharma products
Since the 1970s, Kaneka has been manufacturing numerous specialty pharmaceuticals ingredients such as chiral compounds utilizing biotechnologies and synthesis technologies. Also, they have installed originally designed a continuous flow system for commercial-scale production in 2018.

Their experience has been accumulated over many years. Technologies, the expertise of process developments, and reliable commercial-scale supplies are highly regarded and make us trustable partners for pharmaceutical companies worldwide.

Food and agricultural products

Dairy product
This milk is characterized by the rich flavor of raw milk, which brings out the flavor of the bread, as well as an aftertaste-free flavor that doesn't interfere with the taste of bread. It has been manufactured using a technique* developed by PUR NATUR in Belgium to create rich flavor without an aftertaste. The method involves carefully adjusting the temperature and duration of the raw milk heating process.

Baker's Yeast
The Kaneka Group's yeast and bread dough improver products are developed to anticipate a variety of needs in the all-important fermentation stage of bread making. They offer an array of products designed to bring out the flavor created by fermentation while addressing production issues such as ingredient constraints and workload.

Processed fruits
The company offers a range of products made from apples and other fruit. The apple preserves, which are made using a method for candying fruit so that it will keep without losing the smell, flavor, or color of natural fruit, are widely used in Japan's bread and candy industries.SR

> *"Kaneka is committed to its customers, employees, and social responsibility. The firm is united in its creation of products that are safer, smarter, and healthier."*

Interview with Pranav Pasricha, Intellect SEEC CEO: 'Creating the Tesla of InsurTech'

I t is easy to preach *'Disruption', 'Reinvention', 'Unlearn',* etc., but it is very hard to do in practice for established people and established companies. With three decades of experience, Intellect SEEC is a prime example of a firm that has truly changed itself first before enabling its clients to disrupt one of the most traditional industries – insurance.

Intellect SEEC helps its clients tackles some of the biggest challenges by leveraging next-generation technologies such as Cloud, Big Data, Machine Learning (ML), and Internet of Things (IoT) to take a holistic view of risks, eliminate redundant processes, make better underwriting and pricing decisions and most importantly, give better advise to their clients.

Smaller insurers have never had the same access to enterprise IT budgets or talent or data as larger insurance companies. The sheer volume of data and the time and cost of developing Machine Learning Models would put them out of mid-sized insurers' reach. However Intellect SEEC's SaaS delivery model combined with their industry leading work onbig data to offer insights at a fraction of the cost of traditional data players makes the company an industry-leading provider to insurers.

"Intellect SEEC is on a path to 'making insurance simple yet insightful" according to Pranav Pasricha, Intellect's CEO, "Just like an autonomous car makes really critical and complex driving decisions safely and simply in milli seconds – we deploy the power of cloud, big data, and machine learning to make the task of brokers and underwriters extremely simple yet a lot more insightful and accurate. Our applications are designed to be simple for the user, fast and easy to deploy, andremove cost or IT skills as a deterrent to adoption. We have spent years building the technology and the lift models, so that our clients can deploy with confidence and gain underwriting results in months, not years.

Pranav Pasricha, Intellect SEEC CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Intellect SEEC: Synopsis
"We have been working with insurers across the globe for over 20 years. From the early internet, to mobility to now cloud and machine learning, we have led the deployment of each wave of technology into the insurance sector. Despite our vast experience and global footprint, we always consider ourselves as challengers. The pace of change in our world is only increasing, and if you have to be a leader and pave the way for the industry, you always have to look forward, cut through the hype and find ways of making new technology solve problems you could not before. You have to continue to not just learn, but also unlearn. Despite massive investments in core systems, digital programs and other traditional technology, the industry COR has only deteriorated in the last 4

years. We work to enable both traditional insurers and insurtechs to fundamentally improve underwriting and also enable new business models."

Carriers are faced with stagnant top lines, shrinking margins, uncertain risk exposures – particularly with new lines such as cyber, and extraneous activities like data loss and hacking. And that's why Intellect is perfectly positioned to help insurance carriers with contemporary technology that can go to work almost immediately, improving performance, lowering risk and reducing threats. Furthermore, as a technology partner and leader, Intellect has helped its customers' set and execute on their cloud strategies, become agile and help them overcome the hurdle of technology obsolescence.

Intellect Xponent: "Bring Your AI Game"
The insurance industry relies on data to measure what matters and Intellect Xponent eliminates the risk of outdated or stale data

making it possible to harness big data and use it effectively and efficiently.

Intellect SEEC's underwriting workstation, Intellect Xponent, is a unique AI-based underwriting platform that reinvents the *'heart'* of insurance–data, risk analysis and underwriting, all in one suite.

Underwriters, brokers, and experts can exchange information in real-time. Agents can automatically and quickly get the right data to fill complex submission forms, collaborate with underwriters easily and check status of applications. The overall cost of business solicitation, submission and turn around time are all drastically reduced with Xponent. Carriers can now develop and deploy new products, even complex packages that may require to be written across multiple legacy policy admin systems in weeks without spending millions and years on legacy transformation. Until Xponent was released, there wasn't a single solution available that could handle all of these issues.

> *"We have matured into a technology partner that can help you leverage next-generation technologies to make insurance truly about the most important stakeholder—the insured."*

COVER STORY

Technology is quickly changing underwriting and the important role of underwriters: Own the Underwriting Game with Intellect Xponent

The success of carriers depends in large part on the critical work that the underwriter performs. The company spent the past five years fine-tuning the algorithms that drive the Xponent engine powered by AI and machine learning.

Underwriters now have a highly-configurable and intelligent underwriting process, while eliminating redundant processes, taking a holistic view of risks, and employing decision-optimization technology. Underwriters should focus on their core task – assessing complex risks, exercising judgement, advising brokers and clients. Xponent effectively breaks down siloed information and communication to form stronger relationships throughout the entire underwriting process and gives the underwriter the ability to quickly and accurately cover risks based on verified data from many sources.

One fundamental advantage underwriters' now have with Xponent is that they have the ability to take different types of forms and submissions from the agencies allowing intake to be a fluid conduit within the process as opposed to a roadblock with questionable data. Xponent's intake process minimizes the reliance on paper with AI-powered eSubmissions and vastly improves underwriting decisions using 8000+ data sources. This enriched data can then be analysed and measured for risk so that the underwriter makes an informed decision in a short amount of time.

By taking away the over head of data entry, data checking, back and forth cumbersome communication and complex systems and processes, the product can liberate as much as 70% of an underwriter's time every day. The outcome is betterdata-backed decisions by the underwriter and improved profitability and stability for the carrier. All of this is in an effort to positively impact the customers' operations and createa mutually beneficial relationship.

The industry is taking notice in a big way as Intellect SEEC has achieved notoriety.

These impressive performance results have allowed Intellect SEEC to win four prestigious industry awards recently, including *'Celent Model Insurer of the Year 2017'* (won by StarStone), *'SMA Innovation in Action',* the *'Golden Bridge Awards'* and the *'Best in Business Awards'.* Additionally, Intellect SEEC's CEO Pranav Pasricha, was invited to speak about the use of AI and machine learning in insurance at many industry events.

StarStone named Celent model insurer of the year 2017

StarStone, the global specialty insurer was named the Model Insurer of 2017 by industry analyst, Celent in the Data Mastery and Analytics category. Celent recognized the insurer's exponential leap in using AI through the Intellect Risk Analyst platform to materially reduce loss ratios and improve profitability across key portfolios. StarStone's underwriting time dropped by an astounding 70% after partnering with Intellect and their cost of premium data sources decreased by 40%.

Intellect SEEC has also been an early-adopter of cloud-native software and embraces it to deliver highly configurable, agile and scalable solutions. An Amazon Web Services (AWS) case study designated Intellect SEEC's ability to reduce IT costs by 60% and IT management time by 85% as a benchmark for the insurance industry. The case study also highlighted the company's ability to speed up an insurer's time-to-market by 10-fold while allowing it to scale on demand.

"We have been pioneering cloud, big data and AI solutions in insurance since 2014. The industry has struggled to improve loss ratio or expense ratio because traditional core systems projects do not add business value despite their high cost and the long period of time required to implement them," said Mr. Pasricha. *"On the other hand, cloud-native solutions driven by AI and big data can go live in months and significantly improve underwriting and pricing, automate distribution and improve loss ratios by three to five percent. We are proud to have delivered such efficiency to our clients and can see our initial vision of transforming the industry turning into a reality."*

Pasricha continued, *"Born out of core system modernization, we have matured into a technology partner that can help you leverage next-generation technologies to*

make insurance truly about the most important stakeholder—the insured. We pride ourselves in working with our customers to overcome the barriers of new technology adoption and create a pathway for success. But most of all, we are proud of our ability to create the dream team that dares to envision the future, does not hesitate to question the norm but has the humility to get down and get the work done. Our vision is to work with clients and partners to deliver intelligent software that redefines insurance."

Based on the game-changing technologies Intellect has developed over the last 5 years, they are certainly leading the pack in the use of AL, big data, and machine learning and their products will no doubt continue to reshape the industry.

Client Testimonials: Going Above and Beyond

"The Intellect Risk Analyst initiative very quickly improved our view of risk, risk selection, and efficiency; leading to anticipated increases in underwriting profit. I would like to thank our team and Intellect SEEC for their dedication to this initiative. We are only just scratching the surface in terms of what this technology can do for our business in the future." – **Norman Brown, CEO of StarStone US.** SR

Pranav Pasricha, CEO

Pranav Pasricha: A Formidable Leader

Pranav Pasricha serves as the **Chief Executive Officer** of Intellect SEEC. He's a pioneer in deploying AI, big data, and IoT technologies in the insurance industry. Mr. Pasricha is a widely recognized thought leader, widely published in prestigious publications and sought-after speaker at industry events. Under his leadership, Intellect SEEC is creating the singular insurtech marrying cloud-native software with big data and ML – to make complex autonomous decisions for insurance a reality.

An Interview with Daphna Nissenbaum, **TIPA® Compostable Packaging** CEO & Co-Founder: 'We Bring a broad Perspective to the market, Focusing on the Future State of the World and not Just on Finding a Temporary Solution'

"TIPA® has become a thought leader in the field of sustainable practices and a prominent player in helping the world achieve a true circular economy."

The plastic used for food and beverage packaging makes up two-thirds of the world's plastic waste.

However, flexible packaging (packages for items such as fresh produce, coffee, snacks, granola bars, apparel, mailers, etc.) is a growing segment of the world's packaging market. Even though the volume of flexible packaging is smaller by weight and space, most flexible packaging cannot be practically recycled.

In light of the foregoing, we're thrilled to present **TIPA® Compostable Packaging** –a leading developer and manufacturer of fully compostable packaging.

The company was incorporated in 2012 and is headquartered in Hod Hasharon, Israel.

Daphna Nissenbaum, TIPA® Compostable Packaging CEO & Co-Founder, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

TIPA® was established in order to offer a viable solution for the plastic waste crisis. In recent years, the negative impact of single-use plastic on the environment has become a topic of urgency. The end-of-life of a package determines whether it is safe or harmful to the environment upon breakdown. Flexible packaging with a viable end-of-life solution is required in order to solve the problem of plastic pollution.

TIPA® therefore focuses its research and development on the flexible packaging industry, offering a vast and growing portfolio of fully compostable packaging solutions. By taking existing compostable polymers and inventing a myriad of high-end packaging applications, TIPA® is able to provide mass-market solutions with cutting-edge technology. A pioneer in the field of compostable flexible packaging, TIPA® brings to market a wide and professional range of state-of-the-art, end-to-end packaging solutions. With R&D developments that are a result of years of innovative research, TIPA® specializes exclusively in compostable packaging.

What challenges did you face in your initial years?

When TIPA® first started out, only starch-based, PLA and mono bio-polymeric products were available in the market, which didn't fully meet the requirements necessary to be applied to high-end products such as packaging for food and fashion. More advanced technology which could meet the mechanical and optical standards necessary for such packaging was lacking.

TIPA® identified this need in the market and created smart packaging, meeting the technical requirements of flexible packaging, all the while encompassing a natural end-of-life, where the package breaks down safely into soil nutrients upon placement under compost conditions, just like an orange peel.

A recent upsurge in global awareness of the negative effects of conventional plastic packaging has led consumers and brands to

Daphna Nissenbaum: A Formidable Leader

Daphna Nissenbaum is the **CEO** and **Co-Founder** of TIPA® Compostable Packaging.

Before launching TIPA®, Daphna was CEO of the Caesarea Center for Capital Markets and Risk Management at the Interdisciplinary Center (IDC), Herzliya. Previously, she held various management positions at SPL World Group Ltd., a provider of revenue and operations management software, prior to which she held the position of project manager at Whelty Lager Ltd., located in Boston MA, USA.

Daphna holds an MBA specializing in Marketing and Entrepreneurship from IDC Herzliya (graduated with honors) and a BA in Economics and Software Engineering from Bar Ilan University. She graduated the elite Israel Defense Force software engineering program (Mamram) and served in the Israeli Navy software unit as an officer (ranked Captain).

Today, Daphna is leading the TIPA® team in the movement to revolutionize packaging systems and rid the world of plastic pollution. TIPA® fully compostable flexible packaging replaces conventional plastic, turning waste into a resource – a crisis into an opportunity.

Daphna Nissenbaum
CEO & Co-Founder

seek out alternatives that are better for the environment. Compostable packaging is now in demand, however proper infrastructure built to support a circular waste system is not yet widely in place. Legislation and pressure from the consumer end are driving change such that future infrastructure will support compostable packaging and organic waste, both sharing the same end-of-life.

Share a successful experience with one of your customers.

Waitrose & Partners along with Primafruit Ltd. collaborated with TIPA® to design fully compostable packaging for their organic Fairtrade bananas. Waitrose was in search of a home compostable solution and TIPA® was the perfect match, providing the large supermarket chain with a home compostable, highly transparent package with the same look, feel and functionality as their previous polyethene bags. TIPA® worked closely with Waitrose & Partners and Primafruit Ltd. to design the package and accommodate launch plans. Customers were pleased with the change and offered very positive feedback. Following the launch, TIPA® received many inquiries from fresh produce companies and global players who could now see that fully compostable packaging is not just a theoretical solution but rather something that can be easily implemented and offered to the market – a package that turns waste into a resource.

What do you feel are the reasons behind your company's reputation?

TIPA® brings excellency in the field with an up-to-date, visionary perspective. We are not just selling rolls of films and laminates, but a narrative for a cleaner world.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

- **Creativity –** Striving to reach innovative technological advances
- **Professionalism –** Absorbing industry knowledge and educating the market
- **Urgency –** Racing to solve the global plastic waste crisis affecting all nations
- **Perseverance –** Paving a viable path to a sustainable future and staying on course
- **Agility –** Ability to be flexible and think outside the box when rerouting is necessary

Is your company a leader or follower?

TIPA® is a pioneer in the industry whose entire belief system embodies the enactment of the company's sustainable ethos and the TIPA® team expresses it in every possible way. TIPA® goes beyond the manufacturing of packaging applications, also serving as an educational source for composting and sustainable awareness. TIPA® is called upon to speak at dozens of events yearly to present our agenda and introduce cutting-edge technology on a global stage. Recently dubbed a *'Technology Pioneer'* by the World Economic Forum, over the years, TIPA® has become a thought leader in the field of sustainable practices and a prominent player in helping the world achieve a true circular economy.

Where do you see you and your company a couple of years from now?

The company will continue growing as a market leader in the space of compostable packaging, remaining at the forefront of change with cutting-edge technology. TIPA® will continue penetrating the market, collaborating with companies from all over the world using our solutions. Together, we are changing the future of flexible plastic packaging by replacing it with fully compostable solutions. Daphna Nissenbaum will continue leading TIPA®, helping it reach new heights and driving an impactful change in the market.**SR**

"TIPA® brings excellency in the field with an up-to-date, visionary perspective. We are not just selling rolls of film, but a narrative for a cleaner world."

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An Interview with Anthony Hall, **Scientific Cal Ag, Inc** President and CEO: 'Our Technology Promises and can Demonstrate Cost Savings as we Reduce the Time Associated with Using Expensive Pest Control Advisors'

"By combining data collected in farms across the globe, we continuously improve our diagnostics and suggestions."

For farmers attempting to identify crop deficiencies, an effective and timely process is imperative to maximize crop yield.

In light of the foregoing, we're thrilled to present **Scientific Cal Ag, Inc.**

The company has engineered a drone that flies, land, and drive to conduct further analysis (ground truth-ing) meant to reduce the costs associated with hiring crop specialists.

Scientific Cal Ag was incorporated in 2018 and is headquartered in Santa Clara, California.

Anthony Hall, Scientific Cal Ag, Inc President/CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up?
The drone concept was created within the Cal Poly San Luis Obispo School of Engineering. It is the only drone that can fly, land, and traverse fields to carryout further crop analysis. Two student entrepreneurs, Jacob Lindberg, and Kaveh Nemati, designed and built the prototype. I was approached as an early investor and quickly realized that not only did they need seed funding but they also needed my experience to get beyond prototype. We are currently pre-revenue and have demonstrated the value proposition to farmers with the wine industry given the close proximity to Paso Robles and Cal Poly.

While we plan to build our drone with sustainability in mind, it's the service that we bring to farmers that create enormous sustainability. Our ability to identify pest and diseases reduces the number of chemicals used in farming. Presently, farmers apply chemicals to combat pest and diseases throughout the farm, although our targeted approach eliminates the need to apply a one-shot-treat-all approach.

What challenges did you face in your initial years?
Initially, we promised too much with the drone. While on the ground our drone can identify pests, diseases, irrigation issues, and plant canopy problems. In addition, our unique probe technology allows us to provide soil analysis. It is this latter probe technology that created doubt with the overall drone technology. Potential investors questioned the practicality of being able to probe the soil and we spent too much time trying to convince them that our probe design would accomplish its task. The key learning was that our MVP was identifying pests, diseases, irrigation issues, and plant canopy problems.This offered significant value to farmers. Hence, we decided to shelve the probe and will instead offer it as a product extension in a few years time.

How successful was your first project roll on? Share the experience.

While filming the PBS upcoming show: *'American Grown: My Job Depends on Ag'*, which premieres at 7:30pm on Wednesday October 2nd, we partnered with a leading sustainable vineyard in Paso Robles to roll-out our drone. The problem with sustainable farming for our drone is that weeds are left dormant for animals to eat; there are no weed control chemicals used. Whereas we had worked with many typical vineyards that use chemicals to control weeds, the invasion of weeds along the rows where our drones would traverse made it literally impossible for the drone to overcome. Although 95 percent of our farming base use chemicals, we have, of course, made subtle changes to our rollers to allow for such instances of overgrown weeds.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?
In the farming space, drones are currently providing aerial images to farmers identifying problem areas.

However, farmers still need to use pest control advisors to carryout ground truth-ing to identify the cause of the problems shown from these aerial images. Hence, no real cost savings to farmers, only leaving them instead with a feeling of uncertainty towards Ag technology. Our technology, on the other hand, promises and can demonstrate cost savings as we reduce the time associated with using expensive pest control advisors.

Is your company a leader or follower?

Our company will be a leader in our space, and as such will lead with a set of core values that farmers and other stakeholders can acknowledge.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

Well, I would say that successful companies are those that have found ways to be more transparent and open with their supply base. At an early stage in my career, a mentor once told me that, *"no man is an island"* and this has stayed with me throughout my business life. Within our start-up, we tend to run at a fast pace. We all share in the vision of the company, and decisions are made at the ground level, similar to the concept of Kaizen, we empower our key individuals to make decisions that they are comfortable with being accountable for. During our team meetings, everyone is aware of our progress and shortcomings with a mindset that successes are rewarded.

What do you feel are the reasons behind your company's reputation?

Disruptive new drone technology that saves farmers significant amounts on costs, while improving yields. The halo effect from the commercialization of drones has helped farmers to get better acquainted with the technology. Farm data is considered Big Data and our drone has the ability to collect such data in a meaningful and rapid way. As farmers adopt AI, farm data will be a critical enabler to that space.

Where do you see your company a couple of years from now?

We intend to focus our attention on the grape farmers and then move onto nuts and orchards. This will be accomplished against a backdrop of existing and bolt-on technologies, such as the soil probing capabilities. Manufacturing will be outsourced with go to market strategies through large distributions and pest control advisors that service the farming industry. SR

Anthony Hall, President & CEO

" *At SCA, we are driven by the desire to improve food quality and production worldwide. As our technology improves, we see a future where agricultural science, mechanical engineering, and machine learning come together in the form of a productive, efficient, and cost-effective process."*

Matthew Kolinski, CEO

USA Staffing Services, LLC:
Allowing Executive Search firms to compete in the Staffing Industry

"Our focus is to be a complete back-office support partner, with the mission of helping others succeed in the staffing and contingency placement arena, with the highest level of integrity."

"The relationships we build with our Authorized Dealers are true partnerships. We build solid foundations by developing strong relationships and are committed to becoming an effective and dedicated staffing services partner by helping your business and your career."

Hiring seasonal and temporary staffing is a challenging task and enterprises might not have the necessary logistical and administrative considerations for employees. That's where staffing solutions providers step in and help businesses meet their needs and also reduce the cost of managing benefits and payrolls. Spending on employee solutions is way better than advertising for applicants.

In light of the foregoing, we're thrilled to present **USA Staffing Services, LLC**.

USA Staffing offers staffing services, payroll processing, HR administration, and worker's compensation services, working with small and mid-sized staffing firms in the United States.

The company was incorporated in 2010 and is headquartered in Tampa, Florida.

In Conversation with Mr. Matthew Kolinski, USA Staffing Services, LLC CEO

Why was the company set up? And how did you expand your company and its offerings over the years?
In 2006, I started a traditional staffing firm and four years after I realized that a small recruitment firm has difficulty managing the *"Front office"* (Sales and recruiting) and the *"Back Office"* (payroll, workers compensation, Accounts Receivable, Payroll funding). I decided to provide a solution to help recruitment firms throughout the world by creating the Authorized Dealer Program. Our program allows Traditional Executive Search or Start-up Permanent Placement firms to offer full-service temporary staffing to their existing customers by becoming an Authorized Dealer.

What challenges did you face in your initial years? What can your peers learn from it?

Challenges: Workers' compensation and funding to process payroll is always a challenge. The market has a void for firms with <$5MM in temporary placement sales which makes it challenging to start-up a temporary staffing division. I discovered a solution that is specifically focused on the start-up phase for temporary staffing divisions in firms with existing permanent placement customers. Our solution has been utilized by 100's of firms over the past 10 years and we continue to add value to our existing relationships by improving our services.

Lesson: All business relationships come down to Value to the Customer.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/ grow the company?
I have spoken to 500+ entrepreneurs in the recruiting space and the feedback has allowed us to fine-tune our contracts, services, and platform to be more user-friendly for the workers and the Authorized Dealers. Every year we improve our services based on the feedback we receive. For example, many of our AD's requested help with making placements, so we developed a technology platform that allows Existing Authorized Dealers to work on orders together in a secure fashion.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?
100 percent true! Every business culture is defined by the people who help to make decisions for the organization. Larger the organization the harder it is to maintain the culture, but it all starts with the inner circle of the entrepreneur. We must be careful about who is in the inner circle because the culture is defined by the decisions that are made.

Is your company a leader or follower?
We are a leader. In 2010, I looked around the industry and I didn't see others offering something similar to the Authorized Dealer Platform. I decided to create a new solution to enhance the operations of others and to provide the highest value possible to existing Recruitment Firms.

Is it true that striving for both ethics and success in a business is a tough feat?
No. I believe our success is based on the ethical decisions we have made over the past 10 years. Our pricing has always been fair and the expectations of our Authorized Dealers were also built on ethics. When we find AD's who are cheating the system, we immediately terminate the relationship even if that means losing future sales. It is the right thing to do and ultimately we grow better and faster moving forward.

Where do you see your company a couple of years from now?
We hope to double our operation by finding more entrepreneurs to work with over the next 1-2 years. As we grow we plan on adding 5-10 new employees and creating a university-style education platform designed specifically for entrepreneurs in the recruiting space.SR

Matthew Kolinski: An Entrepreneur helping Entrepreneurs

Matthew Kolinski serves as the **Chief Executive Officer** of USA Staffing Services, LLC. He has been an entrepreneur for most of his life and his journey down the back office services started when he began writing resumes for his fraternity brothers while in College. During this time, he started a traditional temporary staffing firm and ran it for four years prior to starting USA Staffing Services, LLC. Mr. Kolinski played a crucial rule in guiding USA Staffing to newer heights; the company has been on the INC 500/5000 list four years in a row. He has had the pleasure of working with 500+ entrepreneurs in the recruiting space and truly understands how to successfully grow a permanent and a temporary staffing firm in every industry.

'Unite to Cure': Cura Foundation, a Global Charitable Organization Dedicated to Advancement of Cellular Therapies and Technologies, Supports Research that Addresses the Underlying Causes of Disease as Opposed to Conventional Approaches

"Our vision: Collaborative and innovative approaches to education and research into chronic diseases."

Cellular therapy is the transplantation of human cells to replace or repair damaged tissue and/or cells. With new technologies, innovative products, and limitless imagination, many different types of cells may be used as part of a therapy or treatment for a variety of diseases and conditions. Some of the cells that may be used include hematopoietic (blood-forming) stem cells (HSC), skeletal muscle stem cells, mesenchymal stem cells, lymphocytes, dendritic cells, and pancreatic islet cells.

In light of the foregoing, we're thrilled to present **Cura Foundation**.

Cura Foundation is a global charitable organization dedicated to the advancement of cellular therapies and technologies that improve human health, increase the quality of life, and enhance patient care. Through its programs and initiatives, The Cura Foundation seeks to catalyze the funding of the advancement of a wide array of cellular therapies, whether immunotherapies, adult stem cell treatments, gene therapies, technology, or emerging cell-based therapies that enhance cellular health and longevity.

Cura Foundation: Synopsis

Elements: That Makes Cura Foundation Shine Internationally

Cura Foundation is passionate about the promise of cell and gene therapies. Part of its global mission is fundraising for further research and development. The foundation also works with medical researchers, business and philanthropists, to foster unique collaborations to find cures.

Dr. Robin L. Smith serves as the **President** of Cura Foundation. She's a global thought leader in regenerative medicine. Dr. Smith received her M.D. from the Yale School of Medicine and MBA from the Wharton School of Business.

As part of its mission, Cura seeks to raise funds to support research to catalyze better health and address areas of unmet medical need including the development of a wide array of cell therapies, gene therapies, and immunotherapies. Through its collaborative, interdisciplinary network, Cura supports research that addresses the underlying causes of disease as opposed to conventional approaches, which focus on treating symptoms.

'Therapies as Individual as your DNA'

Personalized Medicine: Cura believes that the regenerative medicine revolution perfectly expresses personalized medicine. Through the intersection of big data, technology, and cell and gene therapies, the organizations will be able to hand-design therapies for millions of patients fighting health issues around the world.

Regenerative Medicine: Cura is committed to advancing the development of cellular therapies that hold the potential to vanquish disease and reduce human suffering. Historically, blood transfusions and bone marrow transplants were the first FDA approved cellular therapies, and they are now the standard of care throughout much of the world. In the present day, a wide range of cells from the human body can be employed as therapies or treatments for dangerous diseases and debilitating medical conditions, such as cancer, autoimmune disease, rebuilding damaged cartilage in joints, spinal cord injuries, and helping patients with neurological disorders. Some of the cells that may be used include adult stem cells from many tissue types (e.g. heart, liver, lung, etc.), mesenchymal stem cells, dendritic cells, and pancreatic islet cells.

'Education is Confidence: Confidence is Hope'

Education/Events: Stem for Life Foundation (SFLF), a Cura subsidiary, is the voice that speaks up to the rest of the world about the here and now the potential of cell and gene therapies. Looking at the body's ability to cure rather than treat symptoms of deadly diseases is a relatively new way of addressing the problem. Through thought leadership, outreach, and funding, our education efforts unite communities and business, to ensure the medical, technological, and environmental goals are all aligned.

Cura Foundation: Events

- *Unite To Cure:* A Global Health Care Initiative – Fourth International Vatican Conference
- *Cellular Horizons:* How Science, Technology, Information and
- Communication Will Impact Society – Third International Vatican Conference
- *Regenerative Medicine:* A Fundamental Shift in Science and Culture – Second International Vatican Conference
- *Adult Stem Cells:* Science and the Future of Man and Culture – First International Vatican Conference

Cura Foundation: Partnerships

WNICER – WNICER is a multinational network with the goal to impact chronic conditions through clinical research in order to produce evidence-based trials and interventions that increase Cura's knowledge of health and disease, improving the quality of the organizations health care and the development of devices and therapies that can directly benefit the patient. WNICER is committed to implementing programs that aim to shorten the time from discovery to patient application with translational research, innovative clinical trials and implementation strategies that impact clinical care that are all supported by a strong continuing medical education program.

Cura Foundation: Board of Directors

The Cura Foundation's Board of Directors is comprised of leaders in their respective fields, providing vision and leadership to the Foundation. The Board oversees the work of the foundation and shapes the Foundations mission and vision.

Through the direction of the Board, the Cura Foundation can take action and fulfill the mission to improve human health and increase quality of life, globally. **SR**

> " *Our mission is to improve human health and increase the quality of life, globally. At Cura, we unite to cure."*

Dr. Robin L. Smith, MD, MBA, President and Chairman of the Board

RiskBased SECURITY

Jake Kouns, Co-founder & CISO

Jake Kouns: Jake Kouns, **Co-founder**, serves as the **Chief Information Security Officer** of Risk Based Security. He previously oversaw the operations of the Open Sourced Vulnerability Database (OSVDB.org) and DataLossDB. Jake holds a bachelor's degree in business administration and a postgraduate degree in business administration from James Madison University, with a concentration in information security. In addition, he holds a number of certifications, including ISC2's CISSP, and ISACA's CISM, CISA, and CGEIT.

"We provide innovative, value-adding products and services that continue to drive the security industry forward."

An Interview with Jake Kouns, **Risk Based Security®** Co-founder and CISO: 'We Equip Our Clients with the Most Comprehensive and Detailed Vulnerability and Breach Intelligence Available on the Market'

"RBS continues to innovate and lead the risk intelligence market and security industry, with best-in-class data at the heart of its vulnerability management and organizational risk rating platforms."

You cannot focus your efforts on realizing your vision if you are worrying about the security ecosystem of your organization. You need to know where you are vulnerable, and how to prioritize risk management efforts. That means you need a comprehensive vulnerability intelligence solution that traditional services cannot provide.

For that reason, we're delighted to present **Risk Based Security (RBS)**.

The company is a leader in vulnerability intelligence, breach data, and risk ratings. It equips its clients with the most comprehensive and detailed vulnerability and threat intelligence available on the market. The Company's products enable organizations to make data-driven decisions in a timely manner to effectively prioritize and manage risk mitigation. The firm reveals the security of the vendors their clients work with, and offers on-demand access to high-quality security and information risk management resources in an easy-to-use web portal or through an API for easy integration into GRC tools and ticketing systems.

The Company was founded in the year 2011 and is headquartered in Richmond, VA.

In Conversation with Jake Kouns, Risk Based Security Co-founder & Chief Information Security Officer

What is the reason behind the founding of Risk Based Security? How did you expand your company and its offerings over the years?
RBS initially began as two data intelligence feeds supporting information security and risk management. Cyber Risk Analytics® (CRA) contains security ratings on organizations and data breach analytics, while VulnDB® is the largest collection of software vulnerabilities available. Both were initially offered as standalone services, with the data accessible via the SaaS portal or RESTful API. More recently, VulnDB and CRA have been integrated into other popular security products such as Splunk, RSA Archer, ServiceNow, JFrogXray, Recorded Future, Brinqa, and Polarity to name a few, bringing customers more options for accessing our intelligence.

What challenges did you face in your initial years?

When we started RBS in 2011, we faced the task of finding clients who were willing to try a new approach to managing software vulnerabilities and organizational risk. Building a team to develop, deliver, and service the products was not far behind while retaining a culture true to our values and principles. Real growth took off as prospective clients heard about our new approach and the quality of the data we were providing.

How successful was your first project?

Our first product featured a comprehensive database covering all publicly reported data breaches, and came to be known as Cyber Risk Analytics (CRA). Success came early as CRA was the first comprehensive database of data breach details in the market. Our early adopters were enterprise clients and cyber liability insurers, who embraced the wealth of historical information we could provide. From there, the Cyber Risk Analytics service grew to include vendor risk ratings, known as PreBreach, while our software vulnerability product, VulnDB, started to take off. The combination of the two products has been widely embraced by the marketplace, with some customers taking advantage of both services.

Is your company a leader or follower?

From our first day in business, Risk Based Security offered organizations access to vulnerability intelligence data that would make a difference. Not the old flawed approach to data intelligence, but a new level of quality, comprehensiveness, and timeliness that would provide organizations, (and security service providers), the opportunity to apply true risk-based security to the threats they face every day. RBS continues to innovate and lead the vulnerability intelligence market and security industry with best-in-class data to drive its vulnerability management and organizational risk rating platforms.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be?

- We do what is right, honest and fair with clients, our people, and business partners.
- Each team member takes personal responsibility for the success of our company, products, and services.
- We anticipate and address the challenges of the security industry and our clients.
- We continuously innovate and improve.
- Each team member respects, collaborates, challenges and cares about others, our clients and partners.

What are the factors that make your company stand out from the competition?

We launched Risk Based Security with the goal of becoming the premier vulnerability and organizational risk management firm in the world. By hiring the best people in the security industry, and by establishing a reputation for providing innovative, technology-enabled risk intelligence services, our clients have come to expect RBS to deliver the highest quality, most comprehensive vulnerability, and organization rating data in the market. We build on that reputation every day by delivering innovative, value-adding products and services that continue to drive the security industry forward.

Where do you see your company a couple of years from now?

Today our data drives many of the most well-known security services on the market. In a few short years from now we expect our data to be globally recognized as the most timely, highest quality and most comprehensive intelligence available, and the go-to data source for companies who want to make risk-based security decisions. With the massive deployment of Internet of Things (IoT) devices, combined with the rise in cybercrime, ransomware, and more sophisticated cyber-attacks, we see our data deployed in a growing number of businesses, governments, educational institutions, and consumers alike. As we continue to integrate with global security platforms, accessing our data will be the standard when it comes to risk-based vulnerability management and organizational ratings.SR

SR 2019
50
Most Admired
Companies of the Year

Barry Kouns
Co-founder & CEO

Barry Kouns: Barry Kouns, **Co-founder**, serves as the **Chief Executive Officer** for Risk Based Security. He has an overall experience of 20 years in building information security and professional services businesses. Barry leads the organization's efforts to grow the global demand for RBS' cyber-threat security intelligence, risk management services, and consulting solutions. Barry is a CISSP with a degree in Statistics from Virginia Tech and holds a postgraduate in Industrial Engineering from NDSU. He is an ISO 27001 Trained Auditor & ISMS Implementer and is ITIL Foundation Certified.

PatientClick

An Interview with Ash Mehta, **PatientClick®** CEO: 'We Stay Abreast of Industry Trends and Can Foresee the Future as We Have Been in the Industry for Long'

"Our engineering team created controls on the back end of our software so based on speciality we can add or remove features/functions for the specialty we were working with."

It's amazing to look back and see just how far our world has come technologically. If someone from 100 years ago suddenly found themselves in today's world, they would think they had been teleported into another dimension.

The same can be said about technology in healthcare. From improved operational efficiency to standards in patient care, the healthcare transformation has enhanced the entire experience for both patients and medical professionals.

In light of the foregoing, we're thrilled to present PatientClick®.

PatientClick® is an easy-to-use web-based EMR system that saves physician offices time and money while improving patient care and staff efficiency. The company allows access to a web-based multi-platform (mac, pc, smartphone, and iPad) application, easy-to-navigate interface, customizable dashboards, integrated patient portal, and multi-provider communication tools.

PatientClick® was incorporated in 2011 and is headquartered in San Diego.

"We work closely with our clients and when it comes to a custom workflow for a medical facility, we rank in top tier development firms."

Ash Mehta, CEO

Ash Mehta, PatientClick® CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

We started as a clinical documentation company. When the meaningful use stage standards came out as healthcare reform, we built a platform initially as electronic health record systems followed by practice management. We then forayed with full-fledged offerings in telemedicine solutions. The concept throughout the journey is to provide a complete solution to end customer so they have one integrated product solution and the workflow is easy to manage for clients. The initial offering was just EHR and clinical documentation management as a client-server solution. After a couple of implementations, we quickly realized to scale up the model; we need to make sure technology works on the web and has to work with smart devices such as Apple iPhone or Android smartphones. Our engineering team worked an endless number

of hours to make it possible for our clients to use the same platform and database across multiple devices.

What challenges did you face in your initial years?

We faced the challenges usually faced by a new startup. Entrepreneurs in their early years come with no resources in their favor. We had to build every trust and asset from scratch. We faced every problem of founding a new company but we believed in the value we could create for the industry that kept us going. The industry we compete is healthcare technology and by definition, Information Technology is an ever-changing field and in the last 10 years, healthcare has changed a lot within US. Changes from ICD 9 to ICD 10 codes, reimbursement mechanism, clinical documentation requirements, reporting, audit requirements, etc. It is very challenging to deal with an ever-changing industry especially when you are building new business. Fortunately, we were able to balance between client expectations and regulatory requirements from software technology and fortunately we were amongst the top few players we got premium level certification for our technology.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

Healthcare is a very challenging space in the US compared to any other verticals. The sales cycle is long and there are many security and compliance protocols you must follow before able to sell in any medical facility. Since we had a background in the space, we have always been appreciated by our client base. Each specialty of medicine is unique and they have unique business workflow requirements like a pediatrician

would like to see growth chart of a child or need vaccination records versus a plastic surgeon would not care about any of them, but they need the ability to capture pictures before and after the procedure. An orthopedic physician would like to see PACS images and does not require any pediatric records in most cases. We work with lots of psychiatrists and psychologists across the country and they need specific forms to be filled by clients for each and every encounter such as PHQ9 and many other similar forms. With our dedicated team of customer service reps, we were able to build a library of forms and templates for each specialty. This enabled our product to cater to services to a wide range of specialists. Our engineering team created controls on the back end of our software, so based on speciality we could add or remove features/functions for the specialty we were working with. We work closely with our clients and when it comes to the custom workflow for medical facilities, we rank in top tier development firms.

Our motivation is the value that we can create for the provider and patients. We believe in making healthcare technology more accessible and affordable for everyone; our products and services facilitate this and we are proud of our work.

Is your company a leader or follower?

Our company is undoubtedly a leader. We have been pioneers in electronic health records and solutions to physicians and clinics. We stay abreast of industry trends and can foresee the future as we have been in the industry for long. Technology is the game changer and we have good years of expertise to envisage the trends and implement it in our products. Our clients get the latest technology to streamline their processes and we keep working on staying ahead of the growth curve.

Is it true that striving for both ethics and success in a business is a tough feat?

Ethics and success can go together if we are aiming to achieve success without compromising on the principles. It is not important to achieve faster success rather it is more important to be an industry player where the industry as a whole benefits from it. We need to be a player where other players derive their inspiration from us. Success comes with sticking to core values and consistency. All the success we aim comes from every decision and value the company strives for. We strongly believe in ethical processes for the success metrics we follow.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

A good team is important for any business. We have always been an employee-first company. We take care of the interests of our team members. We look to hire the best out there and make sure they grow with us. We believe in treating our team members as an important asset to our growth.

A strong team is a key to the success of a business, and undoubtedly we need every team member's strong assistance in translating our vision to reality

Where do you see your company a couple of years from now?

We would like to be amongst the top five Global Telemedicine Solution Providers. We want to keep evolving and participating in **making healthcare technology more accessible and affordable.** SR

Sander A. Flaum, MBA, Flaum Navigators Inc CEO: 'Our Paradigm is Helping Clients Obtain New and Innovative Sales and Marketing Solutions by Providing Actionable and Sustainable Strategic Marketing Counsel'

"Our people have innovated in the pharmaceutical market for decades, creating the first co-pay plan, the first evangelical selling plan, the first persistency program, the first patient guarantee promotion, and the first indigent patient program."

Businesses employ the services of consultancy firms as their content and strategy experts. Whether it's a brand trying to gain the market focus or a company trying to navigate through their operations, businesses sometimes need to employ consultancy firms in order to help them navigate towards better management, leadership, and success. Consultants bring their expertise and knowledge of particular subjects to the industry. They assess the issues of the company at hand and come up with strategic solutions for their clients.

Flaum Navigators Inc, a pharmaceutical industry consultancy firm, provides C-suite counsel to clients on projects at every step, from marketing to sales, innovation, managed markets, medical education, regulatory, digital communications, public relations and advertising. The company aims to guide its clients towards success by offering seamless, synergistic solutions without the artificial silos that add cost and reduce effectiveness.

Flaum Navigators was founded in 2004 and is headquartered in New York.

Sander A. Flaum
Founder & CEO

In Conversation with Sander A. Flaum, Flaum Navigators Inc CEO

What was the main aim behind the advent of Flaum Navigators?

We aimed at fostering innovation in order to help our clients jump its revenue curve in a relatively short span of time.

Meet the Man behind the success of Flaum Navigators: Sander A. Flaum, MBA

Sander A. Flaum is a renowned business leader, marketing and sales effectiveness coach, motivational speaker and a best-selling author. He serves as the **founder** and **CEO** of Flaum Navigators. He created the first persistency program, the first adherence program, and the first *"War Games"* program. His ability to challenge conventional wisdom has assisted Flaum Navigators' clients to confront daunting odds and successfully reinvent themselves to maintain their market advantage. Pharma Voice selected Sander Flaum as one of its *'100 Most Inspiring People'*. Sander serves on the boards of The Ohio State University College of Arts and Sciences, The John Glenn College of Public Affairs, The James Cancer Center, The Fisher College of Business where he also serves as the Executive-in-Residence.

Mr. Flaum received his undergraduate degree from The Ohio State University followed by an MBA degree from Fairleigh Dickinson University. Following his military career, he went on to work for 18 years at Lederle Laboratories, which merged into Wyeth, then Pfizer. In his tenure as Marketing Director of Lederle Laboratories, he managed Rx products, vaccines, and oncology. Mr. Flaum was responsible for many notable new product launches.

After Lederle in 1988, Mr. Flaum became Chairman and CEO of Euro RSCG Becker (now Havas Life), where he led a worldwide team of marketing strategists in introducing six blockbuster $2 billion healthcare brands. In 2003, Medical Advertising News named Mr. Flaum its *'Man of the Year'* and Becker its *'Agency of the Year'*. Following Havas, he went on to launch Flaum Navigators in 2004, where he guides his clients to embrace disruptive innovation in marketing, sales and leadership.

What achievements make Flaum Navigators stand apart from other consultancy firms?
We have introduced and marketed more blockbuster drugs than any other firm in our industry such as Plavix, Flomax, Spiriva, etc. The list goes on.

How have customer responses helped you shape the future of your company?
We always ask our clients what we can do to improve our services for them — that helps us develop the quality of our services.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?
At Flaum Navigators, we hold our principles and code of ethics very highly in order to maintain a good outlook for our people and for our clients.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?
Great people, great innovative ideas, work with class clients only, keep setting trends, and always maintain good ethics and principles.

What do you feel are the reasons behind your company's reputation?
Clients know when they need to jump the revenue curve with current products and position new products against the competition; we are the first company to go to.

Where do you see your company a couple of years from now?
We would like to continue to be the most innovative consultancy company in the healthcare industry. SR

"Not that we ever didn't, but we need leaders in this business more than ever. Leaders are the ones who can get the lawyers past 'no you can't' and the ones who can help us all get past the bad press we're getting (as an industry). There's the right thing and the good thing – who's to say we can't do both?"

Global Mindset - Leadership for the Digital and Global Age

Skip Bowman, CEO

"Our learning experiences enable leaders to develop a growth mindset – the real determiner of effectiveness in the Digital age."

Success in the Digital Age requires a new kind of leadership that focuses on creativity, collaboration and customer care along with exploiting and humanizing the impact of the rise of machines. The opportunities for revolutionary products and services are unprecedented. The challenges of bringing the best out of people are bigger than ever. We have in many ways reached a plateau in the effectiveness of how we lead and organize people that will not be adequate in the near future.

All companies need to upgrade their leadership and people practices to find sustainable success and while general recipes exist, the best method to develop a firm requires careful customization. Consultant companies who identify and bring out the best in their client's corporate DNA create better results. Global Mindset has been offering top-class and bespoke leadership and organizational development consultancy services since 2010.

Based in Copenhagen, Denmark, which is a center of high-tech research and development, Global Mindset is dedicated to helping leaders and their organizations reach their maximum potential. *"Greatness,"* in fact. Services include analysis, consultancy, training and coaching. Uniquely, they help

companies to help themselves through *"contagious"* concepts and tools that are highly effective and easy to use. *"Do it yourself"* is the mantra for Global Mindset's world-class methods. Central to all their work is the discovery of how *"psychological safety"* creates the best conditions for high performance in teams at Google.

In conversation with Skip Bowman, CEO, Executive Coach, Author, and Organizational Psychologist Global Mindset ApS

What is the reason behind the genesis of Global Mindset ApS? How did you expand your company and its offerings over the years?

Global Mindset was originally established to provide a truly global approach to leadership and organizational development to Danish companies. 10 years ago, I realized that Danish companies had a very *"Scandinavian"* approach towards leadership development, and this was negatively impacting leadership effectiveness and growth. I wanted to open up Danish organizations in a way that included and enabled non-

Danish leaders to succeed in Denmark as much as enabling Danish leaders to succeed globally. Scandinavia has developed an extremely effective high-trust model of leadership, but this was hard to export and translate to the US and Asia. Our success is a testament to making the Danish-way more global. I am both an insider and outsider when it comes to Danish leadership and culture. I know better than most where the real strengths and weaknesses lie, and those insights are what I have leveraged to help my clients succeed.

We started offering face2face training and coaching—and this is still one of our strongest capabilities, but as the business grew, we needed a global delivery method. Virtual training and development are central to how we support clients from across the world. 3 years ago, we invested heavily in our own digital transformation with our Digital Leadership Academy (nemo-learning.com). Today, we offer world-class blended learning that integrates self-paced learning, virtual classrooms, digital coaching and highly experiential classroom training.

What challenges did you face in your initial years? What can your peers learn from it?

Customer relations are key. Almost all our sales are through referrals despite

The Formidable leader behind the triumph of Global Mindset

Skip Bowman is the **Chief Executive Officer** of Global Mindset in addition to being an author, an executive coach and an organizational psychologist.

Skip coaches and consults with senior leaders on how to transform businesses and culture through principles of *"contagious change"* : rapid, effective, and sustainable change that is positive and self-catalyzing. His success builds on a combination of creating a compelling vision, designing creative concepts customized to the client, and fun to learn and use, as well as the ability to bring stakeholders from across the organization together in a strong coalition for change.

After studying Finance in Australia, he attained his M.A. in Psychology and Languages in Denmark. Skip has a Masters in Organizational Psychology (Denmark) and has completed additional training in cross-cultural management, group dynamics, coaching, and cultural change.

having a powerful digital presence. And, we know how to balance the need for profit with the need to have resources to develop and grow. By nature, we are a creative and development company. Ensuring that you don't generate more ideas than you can sell is an on-going challenge.

How successful was your first project?

Great, we mastered the key deliverables well from the start: Global leadership that makes sense locally. Our challenge has been to not get too far ahead of our customers. Most companies are rather conservative when it comes to learning and development.

What mixed responses have you received from your consumers over the years? How have they motivated you to shape the growth of the company?

Our strong conceptual, visual and humoristic approach has challenged some of our clients. A CEO once asked me how I got so many people across their organization talking about *"Growth mindset,"* one of our key concepts. He was *"frustrated"* that we had achieved more in 6 months

than their HR and communication department had done in years.

In these days of spin and cynicism, I think the fact that we are mission-based organization is crucial to the credibility and effectiveness of our work. We genuinely strive to *"Make global organizations SAFE for great work."*

Is your company a 'leader or follower'? Do you formulate your core values?

We are leaders, and we are also inspired by others who share our vision for a human-centric workplace. Everything we do is based on our Growth Mindset concept:

- AIM HIGH
- EXPLORE
- TRANSFORM
- GO HIGH
- LIFT OTHERS UP
- TEAM UP

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

Leadership is about harnessing the potential of other people to do

amazing things. There's no other point of leadership. BUT often leadership becomes about ambition and power. That's not leadership; that's dominance and control.

What are the factors that have been/are the biggest asset to your organization?

- Great relationships
- Creative solutions
- Awesome experiences
- Dedication – going the extra mile

What are the factors that make your company stand out from the competition?

- We have fun
- We respond rapidly
- We always add more value

Where do you see your company headed a couple of years from now?

Our big next step is creating a global movement. We have begun certifying people in our techniques and creating a network of fun, professional and skilled people to make more organizations safe for great work. SR

"To create real change, leaders don't need more action plans – they need to understand their mindset: their drivers, their values, their habits."

![VillageMD logo]

VillageMD:
Transforming the delivery of care

Tim Barry, CEO & Co-founder

Primary care physicians often want to do more for their patients, but they can't. Their patients need disease education, counseling, a psychologist, a better place to live, a way to afford their medicine, or personal care items not paid for by insurance.

VillageMD is one such firm that is a pioneer in the field of pharma sector.

VillageMD is a leading provider of healthcare for organizations moving toward a primary care-led, high-value clinical model. The VillageMD solution provides the tools,

technology, operations, and staffing support needed for physicians to drive the highest quality clinical results across a population. VillageMD works with physician groups, independent practice associations, and health systems to improve quality, deliver a first-rate patient experience, and lower costs in the communities they serve.

They enable primary care providers to have a greater focus on proactive care and direct more resources for patients needing extra support outside of the office visit. This is high-quality care, which leads

to better clinical outcomes and success in value-based care. Moving to this model takes resources and investments, and can divert physicians' time away from patient care. With VillageMD's support, physicians can make the change while focusing on what matters most: taking care of their patients.

Solution and product overview

CARE MANAGEMENT
A high-impact, team-based approach embedded in your practice, not a call

The leader behind the success of VillageMD

Tim Barry is the **Co-founder** and also serves as the **Chief Executive Officer** of VillageMD. He has spent his career creating and providing solutions to help providers bring a different level of care and support to their patients in a variety of experiences including running an IPA, a $3B Medicare Advantage plan, and a Population Health business. His favorite part about coming to work is spending time with the physician partners at the center of our model, and seeing where real healthcare change happens. Outside of work, you can often find Tim at one of his children's events and enjoying time with his wife and kids.

center 5,000 miles away. It takes a village to deliver personalized care to complex patient populations.

CLINICAL INNOVATION:
The firm is developing next-generation clinical tools for its physician partners. Led by their Founder Dr. Clive Fields, they understand the unique wants and needs of primary care providers and continue to improve and innovate on existing clinical model.

COPD CARE MODEL
COPD was developed by primary care physicians who have years of experience managing COPD patient populations and getting results. It includes:
- Spirometry tools
- Medication recommendations
- EMR workflow

- The latest evidence-based guidelines for treating COPD

It also controls comorbid conditions for a reduction in exacerbations and hospitalizations and brings about a coordination of pulmonary rehabilitation for the appropriate patients to improve symptoms and quality of life. It helps in care management for patients at increased risk for hospitalizations and readmissions or for patients with barriers to accessing care.

ANALYTICS
The firm uses leading-edge algorithms, easy to use reports and resources to help practices turn insights into action. Their Analytics Center of Excellence in Richmond, VA is a world-class team dedicated to the development of advanced

reporting capabilities and intuitive resources for physicians.

VALUE-BASED CONTRACTS
The company's experienced team will help the clients to navigate and manage reimbursement contracts that financially reward physicians for delivering high-quality care at an efficient total cost.

DocOS™: At VillageMD, they have developed docOS: a proprietary operating system that breaks down information silos across the care continuum, integrates predictive algorithms to engage patients and surface clinical insights, and exists almost entirely in the background – all enabling physicians to better focus on patient care.SR

Enabling ambient intelligence for primary care."

Erica Burles, **Equation Technologies Inc.**
Founder and President: 'We Guarantee a Successful ERP Implementation'

"When we listen to our customers and serve their needs through their lens, the quality of our products and services go up and in turn, our success."

As your business grows there will come a point whereby a decision will have to be made about the software systems you currently use. The lack of integration between different software can cause inefficiency and lead to a plateau effect to your business growth. Bottom line: consolidating your separate systems into a fully integrated platform has many advantages.

In light of the foregoing, we're thrilled to present **Equation Technologies Inc.**

Equation Technologies provides business management solutions for mid-sized companies. By making carefully crafted recommendations from among the industry's best-performing ERP software, Equation Technologies concentrates its efforts on financial based solutions through internal collaborative areas of expertise and working with industry-recognized and certified third-party IT specialists including Automatic Data Processing, Inc., UPS, and Meridian Network Services, Inc.

The company was incorporated in 2001 and is headquartered in San Diego, California.

Erica Burles, Equation Technologies Founder and President, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
Equation Technologies was created when technology was changing and companies were migrating their systems from DOS to Windows. Technology has advanced so much since 2001 that our services have also changed to support additional ERP systems, develop integrations with other systems and offer many ISV solutions to enhance what is available.

What challenges did you face in your initial years?
Growth can be a challenge, especially during the initial years. We made it a point to hire smart, with the long term in mind. Our team of consultants is made up of talented and experienced professionals. Through our

outstanding team, we were able to focus on our existing and new customers during this phase of our company.

How successful was your first project roll on? Share the experience.
Equation was very successful with its first project rollout. When I started Equation I had already completed many implementations so there was no new learning curve that would have negatively impacted our clients.

What kind of mixed responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?
The challenge comes when our customers sometimes want us to work in related areas that are not really our core expertise. We have expanded our service offerings when it made sense. In the cases where it didn't, we looked for partners to assist our clients. This approach is how we shaped our offerings over the years, to make sure that we are best equipped

"We know that one single approach is not the right one for all businesses. We use our vast education and business experiences to strengthen our relationships with our clients to focus on their specific needs."

to serve clients either with our own expertise or with a team of qualified partners.

Is it true that striving for both ethics and success in a business is a tough feat?

Not really. In fact, ethics and success very much go together. When customers see that we have their best interests in mind, it builds immediate trust. Trust in turn builds success.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

This comes back to the similar earlier question about ethics and success. When we listen to our customers and serve their needs through their lens, the quality of our products and services go up and in turn, our success.

Trust is a difficult attribute to measure and a delicate dynamic to maintain. How do you maintain this with your employees?

Yes, as mentioned above, trust is an important part of our business, both with our customers and employees. I think trust can be measured by having open conversations together. High functioning teams occur when they trust and respect each other and we strive for this throughout our company.

Is your company a leader or follower?

Our company and employees lead in their areas to help our customers. Our core values include a customer-first approach, leading in our core areas, and giving back to our clients in a meaningful way.

What do you feel are the reasons behind your company's reputation?

We give our clients options. There is never a single option when it comes to technology. Our job is to give our clients different options with different price-points and impact their organization and allow them to choose what works best for them.

Where do you see your company a couple of years from now?

We envision continuing to serve our customers and organically grow through the process. Customer needs and our market technologies continue to evolve and we will continue to focus on matching how our customer needs can be best met with the right technologies. SR

Erica Burles: A Charismatic Leader

Erica Burles, **founder**, serves as the **President** of Equation Technologies. She is a seasoned Certified Public Accountant (CPA) with deep domain experience in accounting, review, and tax services.

Erica's combined accounting and business expertise enables her to streamline a company's processes while implementing new accounting, CRM, or ERP systems. She consistently leads her team to deliver implementations on time and on budget. Erica conducts a rigorous needs analysis and discovery to determine if there is a proper fit between the client, company, and the software package being considered. She is relentlessly honest and open with clients about the possibilities and limitations of each package. She then develops the optimal project plan and design before handing off to the consulting team. Her clients say she is *"patient to a fault"* and is constantly listening and tuned into their needs. Erica, they say, *"...has become the standard by which we measure all other consultants we work with."*

The National Association of Professional Women (NAPW) honors Erica Burles as a 2016-2017 inductee into its VIP Woman of the Year Circle. She is recognized with this prestigious distinction for leadership in business and consulting services. Erica is also an active contributor to Huffington Post and has featured as a guest speaker on Sage Advice Podcast.

Erica holds a Bachelor of Science in Accounting.

Erica Burles, Founder & President

netnOIOgy.io
FULL-STACK SYSTEMS INTEGRATOR

An Interview with **Netnology** Leadership: 'We're Leaders in Providing Professional Services and Full-Stack Integration of Software-Centric Networking Solutions'

"Our proven methodology helps plan a strategy to manage the risk inherent to any complex next-generation networking and cloud solutions."

Adeel Ahmed
Co-founder & CEO

Networking has come a long way and so has the network design. Faster application deployments and scalability have become big topics in today's world. With the evolution of digital transformation, applications such as video, which requires low latency, need to be managed to provide end-users with a seamless experience. Software-defined networking or SDN is a new way to design the networks. With the advent of SDN, network can no longer be a bottleneck in rapid deployment of business services, as SDN provides the elasticity and scalability to provision network resources on demand.

"Our collaborative culture celebrates diverse perspectives and unique technical expertise that helps our customers make an impact in their industry using both, existing and cutting edge disruptive technologies."

In light of the foregoing, we're thrilled to present **Netnology**.

Netnology is a services-only Software and Systems Integrator with technical expertise and delivery excellence in Enterprise (EN) and Data Centre (DC) Networking, Cloud, Infrastructure Security and Analytics.

The company was incorporated in 2017 and is headquartered in San Jose, California, with regional offices in Dallas, Texas and Herndon, Virginia, and state of the art Netnology SDx Innovation Labs (nSIL) in Dallas.

Adeel Ahmed & Salman Asadullah, Netnology CEO & CTO respectively, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
Netnology was formed to help solve key technology challenges faced by customers as they go through the digital transformation of their networks from traditional (hardware-centric) environments to more hybrid networks and software-centric solutions to evolve their business.

We are passionate about our work and believe in providing exceptional service to our customers. We are experts in providing professional services, testing and validation services, training and content development services as well as automation and software development around our technology focus areas.

Due to the nature of our team (i.e. a bunch of technology evangelists, CCIEs with programming chops and software developers), we continue to successfully deliver industry's flagship SDx and Cloud solutions offered by Cisco, VMWare and AWS.

What challenges did you face in your initial years?
One of our key challenges was trying to build and scale our team of *"hybrid"* engineers, resources who have the right mix of networking and software programming skills, to design and implement next-generation software-centric networking solutions.

Lesson learned for us is to invest in building future capabilities, in addition to focusing on today's

business needs. It's not easy to balance between maintaining focus on existing business, which drives most of the revenue today and investing in key areas of growth to evolve the business, maintain industry leadership and provide value-add services to customers.

The important thing is to hire the right people for the right job, have a common goal, and execute on your vision.

What kind of mixed responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

Responses from customers and partners have been very positive overall. They have helped shape the future direction of our company, focusing more on software-centric networking solutions and subscription-based services.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

This is very true for an organization to grow and sustain its reputation in the industry, and it certainly applies to our company as well. We believe in developing and maintaining a culture within the company that is based on open and honest communication, transparency in decision making and accountability at all levels.

One of the key success factors in sustainability is developing a culture of *'listening'*. It is very important for companies to provide a platform to team members as well as customers to provide feedback and for the

leadership team to listen. This can help the company to stay close to ground reality, adapt to changing needs of the business and align the goals and direction with customer requirements.

Is your company a leader or follower?

We consider ourselves to be leaders in providing professional services and full-stack integration of software-centric networking solutions.

Trust is a difficult attribute to measure and a delicate dynamic to maintain. How do you maintain this with your employees?

By maintaining transparency on how we run the business, by staying true to our values, and being accountable for our decisions. We do not have different rules for employees and management teams, everyone has a role to play in contributing to the company's success and everyone is accountable for their actions.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

- Our team members – Their in-depth industry knowledge and expertise, with over a 100 years of collective industry experience,
- Experts of multi-vendor and open-source SDx and Cloud solutions,
- Understanding of customer challenges and pain points, and how to solve them effectively,
- Ability to deliver high-quality services to customers and partners on a consistent basis,
- Netnology SDx Innovation Labs (nSIL) – Being able to connect

cross-domain technology solutions to customer challenges, and leveraging SDx and Cloud technologies to solve business problems.

What do you feel are the reasons behind your company's reputation?

We built our company's reputation for delivering high-quality services to customers and partners. Quality and consistency is ingrained in our company culture. We do not try to be everything to everyone, rather focus on our core areas of strength and provide high-quality services to customers and partners on a consistent basis.

Where do you see your company a couple of years from now?

We see our company becoming one of the leaders in providing professional services and full-stack integration for SDx & Cloud solutions; offering subscription-based services for implementing, managing and operating SDx & Cloud networks, infrastructure security, telemetry, and analytics. **SR**

Salman Asadullah
Co-founder & CTO

'Switch on Trust': Trunomi

Trunomi uses patented technology to help businesses improve visibility and understanding of Customer Data, Consent & Permissions, and prove compliance with Global Data Privacy Regulations. It is the only company able to do so without having to process, see or store a business's raw data. The company holds multiple patents, using two core technologies, TruCertTM and TruID, to power its philosophy of Privacy by Design.

Shawn Brown spoke exclusively to The Silicon Review. Below is an extract.

Could you summarize what your company does?

Trunomi's Consent Engine improves visibility and understanding of Customer Data, generating actionable Customer Data Insights while eliminating risk. With us, businesses can prove compliance with Global Regulation, building trust with customers and regulators alike - and they can do so without Trunomi ever seeing or storing the raw Personal Data. This is what makes us entirely unique: we're the only ones to ensure that source data remains safe, secure and never leaves the business's environment - as such, we're the only ones able to offer a true solution to Data Privacy by Design. There's no reason to be scared of data breaches or hacks if you don't share that data in the first place!

How does the technology work?

Our secret sauce is a combination of two core patented technologies: TruCertTM and TruID. TruCertTM is an immutable (tamper-proof) digital record of Consent & Permissions. The TruCertTM record is explicit, time-bound, verifiable, contextual and granular; it serves as an audit-ready record of consent and any permission that relates to a specific customer for the use of data in a specific context. This level of contextual intelligence is what we refer to as the *Who, What, Where, Why, When* (Customer ID, Data Type, Purpose of Processing, Time-stamp) and allows us to power the Consent & Permissions Trends displayed via the Dynamic Dashboard. The Dashboard is essentially where stakeholders (Marketing, Data, Compliance teams) gain their 360-degree view of Customer Data, Permissions &Trends generated by global activity. Finally, we've built an off-the-shelf Customer *'My Data'* Portal – it's a white-labelable portal which provides the end customer with improved visibility and control over their data preferences. We also integrate with third-party tools and systems, e.g CRMs and loyalty platforms, so these teams have the latest, real-time correct Consent & Permission data wherever they need it - be it in Salesforce, Mailchimp, or any other system.

Describe the applications for this type of technology.

Good question – there's a wide range of existing use cases. Of course, any company that wants to increase revenue, eliminate risk and adopt a socially responsible approach to Personal Data can do so with Trunomi. But beyond that, the underlying TruCertTM, TruID and ledger technology is incredibly powerful and can be used to solve complex issues around privacy globally - for example, the implementation of hitherto unsolved Privacy by Design frameworks in Financial Services (KYC), Connected Cars, Smart Mobility, Smart Homes, Connected Services and ad-tech. In each sector, we eliminate the risk by providing full visibility and accountability of the Personal Data collected and the contexts in which it is processed. For example, within Financial Services, Trunomi wraps around existing ID and business processes to help manage, move and prove correct

"Why share raw data when you can share TruCert."

'Switch on Trust': Trunomi's CEO

Shawn Brown, CEO of Trunomi
With a background in mobile technologies and data regulation, Brown is tech curious and spent his early years in technology sales. Working in the SME sector to deliver scale and revenue for technology companies, Brown is a growth specialist and likes to bring new technologies to market for the greater good.

Shawn Brown, CEO

Consent & Permissions, and Customer Interactions as they relate to the use of Personal Data. Let's take KYC as an example - banks can eliminate the unnecessary risk of sharing source documents used to personally identify customers (email address, passport, driving license, etc.) Instead, we create an immutable TruCert record of the fact that a KYC check has successfully taken place, and share that record of KYC instead. It's a win-win – and the source data stays safe and secure.

How easy it is to implement Trunomi?

Incredibly easy. We wrap around a business's existing processes and connect to over 150 different databases. And of course, we never see or store the data – so there's no

Data Migration process. Using our pointer technology we can even point back to where the source data is kept. I think the quickest we've ever integrated was in under two hours, so I look forward to breaking that record soon!

What is the biggest asset to your organization and why?

The single most important factor is that we don't touch raw data. If a company wants to build trust and revenue, they needn't compromise their ethics or their level of social responsibility. Similarly, if they want to adopt an efficient and ethical approach to their handling of customer data, they need not sacrifice revenue. We're the first to crack this in a way that ensures security and Privacy by Design. I think that's why we've had such an amazing response.

Where does your reputation come from?

The very same reason – we really are the only ones to do what we do, whether that's improve visibility, transparency, drive uncompromising intelligence, eliminate risk, or simply build trust, revenue and better, stronger customer relationships - we can do so without seeing or storing the data.

Where do you see Trunomi going in the next twelve months?

We are seeing significant traction globally and hope to open offices in Asia-Pacific in the next 12 months, laying the foundations to become the standard in Customer Consent & Permissions. SR

IDEIA
BIG DATA

An Interview with Dr. Mauricio Moura, IDEIA BIG DATA Founder and CEO: 'Our Goal is to Help our Customers Solve Problems, Make Strategic Decisions, and Communicate with their Stakeholders More Assertively and Securely'

"We innovate not only in the way we conduct research, based on the combination of different traditional and modern information gathering techniques, but also have developed our own unique methodology that uses crowdsourcing to do anthropology."

The reputation of any corporation or institution is its greatest asset, and in an increasingly dynamic world, monitoring it is critical to avoiding (or managing) crises, anticipating trends, and meeting stakeholder demands.

In light of the foregoing, we're thrilled to present **IDEIA BIG DATA**.

IDEIA designs and develops technological solutions to public opinion analysis. The company offers data management, polling, collaboration, and processing for public affair issues. IDEIA serves customers worldwide.

"With a 360° view of the situation and a highly qualified team, IDEIA Big Data performs diagnostics and proposes solutions and recommendations that lead to better decisions and strategic business directions in different parts of the world."

The company was incorporated in 2011 and is headquartered in Brasilia, Brazil.

Dr. Mauricio Moura, IDEIA BIG DATA Founder/ CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

We saw the opportunity to combine technology and public opinion analysis, especially in Latin America – that was the key motivation to start. At the time, clients needed deep and real-time analysis; therefore, webegan to fulfill such gap and were successful, especially in Brazil. Over the years, we were able to incorporate new ways to collect information, run public opinion surveys through mobile interaction, and apply unique set of analysis. Such capacity to keep innovating made our growth possible.

How successful was your first project roll on? Share the experience.

The first one was tough and we are happy that worked out. The core idea was to apply a data modelling technique in Brazil that had worked very well in the US market. I was lucky that I found a client that bought the idea even without a previous case. Sometimes you need a *"crazy"* client to start a disruptive concept. My advice is to look after clients that are open to disruptive ideas.

What challenges did you face in your initial years?

We have faced many challenges: First of all, it is all about human capital; hire, train, and motivate people are real issues, especially working in different countries. Sounds obvious but spend time recruiting, coaching, and training people is tough but really the only road to success. As a core value, we have always pushed to have a company with diversity (different people from completely different backgrounds) as central pillar. Secondly, innovation requires accepting mistakes and learning from those. The key to innovate is to have perseverance. And third, learn to say *"no"* to projects, ideas, and clients

that are not part of our core values; that's not easy at all but must be exercised.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/ grow the company?

First of all, we strongly believe that clients are our most important guide to improve our performance. We can easily say that they have shaped our services and innovation culture. Furthermore, we have learned to listen more carefully over the years, and we are still learning. From such humble exercise the most important lesson learned is not only to set and manage expectations but also to open our vision into the future.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

We strongly agree! We need to lead by example. In our sector (the public opinion arena), we have to face two growing concern issues (and sometimes we got hit by unfair

competition or uninformed sources) are fake news and data privacy. We work hard to educate stakeholders about fake news (we believe the best way to prevent fake news spread is to educate) and we follow closely the best practices (and want to keep improving) to preserve individual data privacy. Both are long journeys but we are confident to be on the right side of history.

Trust is a difficult attribute to measure and a delicate dynamic to maintain. How do you maintain this with your employees?

We try, under all constraints, to keep them motivated, engaged and learning. Most of the times that works very well but sometimes not and we need, as a company, to keep learning and adjusting. The key is to manage expectations under pressure. Not an easy task at all.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

We are recognized mainly by innovation, professional

diversity, international expertise, track record of anticipating trends, and seriousness. All of them are a reflection of the human capital we have had since the foundation. The biggest asset is to keep doing good and different work throughout the years.

What do you feel are the reasons behind your company's reputation?

As previously mentioned, our reputation has been built over many years of hard and good work with our clients. We have clients that have been with us since the beginning. That's the main source of reputation.

Where do you see your company a couple of years from now?

As a CEO and founder, I hope the company does not need me anymore in the near future. For the company, I hope the future brings us more innovation, learning, and opportunities to keep re-inventing ourselves.SR

Leadership | IDEIA BIG DATA

Dr. Mauricio Moura: Dr. Mauricio Moura, **Founder**, serves as the **Chief Executive Officer** of IDEIA Big Data.

Mr. Moura holds a Bachelor's degree in Economics from the University of São Paulo, a Master's degree in Social Sciences from the University of Chicago, a Master's degree in Political Management from George Washington University, and a Ph.D. in Public Sector Economics from the Fundação Getúlio Vargas.

Cila Schulman: Cila Schulman is **Vice President** of IDEIA Big Data. She is a Journalist with a specialization in Political Management from George Washington University. Ms. Schulman is an invited teacher of political formation courses; worked with public policies and election campaigns since the 1980s.

Dr. Mauricio Moura
Founder & CEO

Prescient®

Prescient Co. : Revolutionizing the Building Environment and Providing Attainable Housing to all

"On one of our first mid-rise 12 story projects with one of the country's largest developers, the city of Denver changed a senior executive within the building permit department for residential buildings just as we broke ground."

Despite a booming economy America is suffering from a genuine housing crisis. Over 50% of Americans spend more than 30% of the income on housing costs, which is the rate that defines affordable housing. Surging demand and construction costs which have been 4x the rate of consumer inflation has meant that apartment rents, dorm rents and senior living rents have been increasing significantly faster than wages and inflation. The housing industry needs to discover new ways to build to help solve this challenge facing millions of Americans.

Given the preceding, we are delighted to present **Prescient Co**.

Prescient leverages technology to design, manufacture and assemble high quality multi-unit residences much faster, less expensively with much less waste than traditional methods. Prescient currently serves clients in the United States with plans to expand internationally in 2021.

The company was founded in 2012 and is headquartered in Mebane, North Carolina.

> *"Prescient uses the power of technology to link the discrete disciplines of architectural design, engineering, manufacturing, and assembly."*

Magued Eldaief (CEO) and Satyen Patel (Executive Chairman), Prescient Co. Leadership, spoke exclusively to The Silicon Review. Below is an excerpt.

What is the reason behind the genesis of your company?

Prescient was founded to significantly improve the way multi-unit residences were built in our quest to deliver *'attainable housing for all.'* Construction has lagged other industries on its deployment of digital technologies and advanced manufacturing methods. Prescient developed a Building Information Modeling (BIM)-based digital thread which operates across the design, manufacturing and assembly stages of major multi-unit residential projects.

What challenges did you face in your initial years?

Construction is an industry where companies are very slow to embrace new technologies or methods. We needed to demonstrate the benefits of our system in a few different ways. For instance, we did one early project for NBC news to prove how fast and efficiently we could build a single-family residence. We built the structure for that house in one day and people became intrigued.

The first 10 projects we did were all financial busts before they approached us. The developers could not make the financials work. Our solution provided a happy medium while making the P&L for the project work, for each of those 10 projects.

We were able to provide higher density than wood but at a lower cost to concrete.

How successful was your first project roll on? Please share the experience.

On one of our first mid-rise 12 story projects with one of the country's largest developers, the city of Denver changed a senior executive within the building permit department for residential buildings just as we broke ground. The earlier regime had researched and analyzed our system, then granted us the approvals we needed. We also ran into problems with our flooring system when a developer did not follow our standards and protocol and in their internal value-engineering process compromised quality for cost and used a less expensive finishing material. It resulted in unsatisfactory floors which we had to replace. This was another setback for us as we worked to earn our large customer's endorsement.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Our initial promise for Prescient was faster, better, greener and cheaper. Being environmentally beneficial to the construction process has been a core promise for our company and our system. Our buildings typically weigh 50 to 65 percent less than their concrete equivalents which means they require significantly less CO2 to produce. Our overall approach to digital design and

precision manufacturing means our projects experience significantly less waste. We are currently building the largest student housing project in North America which is also part of the largest planned net zero energy project in the US.

Is your company a leader or follower?

All companies are creatures of their own culture; our's revolves around constant innovation. Prescient is undeniably a leader in its segment. Our technology moat is solid. We have 87 patents in over 30 countries and 54 more patents on file. Our patents cover our product, our process, our system and we copyright our software. We created this company to serve individuals' housing needs and to make construction more efficient. We are continuously presenting our vision and approach to leading forums in the country.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

Great ideas come from anywhere and we are fortunate that we have a young and energetic leadership team and employees that have built this company from the ground up. Our strength comes from them and the diversity we have within our organization. We have 20 different nationalities as an example within our company across our operations in the US and Europe and we truly believe that giving every one of those employees a voice gives us a competitive advantage.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

- An unwavering belief in our vision of *"attainable housing for all"* and our mission to *"revolutionize the building environment"*,

- Commitment to invest in our technology platform to digitalize construction end-to-end,
- A simple focus on time, cost, and risk at every stage of the construction value chain to achieve massive savings supporting our attainability vision,
- A loyal following of customers, employees, and investors who took a chance on us and are now realizing the benefits,
- World-class leadership team with diverse experiences to change the face of the industry.

What do you feel are the reasons behind your company's reputation?

Reputations get built up over time and it is no different for us. When you are innovating, you are bound to not get everything right. We give first priority to our customers in business and work tirelessly to address their concerns and needs. We are upfront when we fall short and improve our processes and our technologies, so we don't make the same mistakes again. Now that we are consistently demonstrating our impact on time, money, and risk at every stage of the evolution of a project, our reputation is growing by the day.

Where do you see your company a couple of years from now?

We are very excited about the future of Prescient. In a couple of years, we expect that our platform will be widely adopted in the US and internationally in all sectors of multi-unit housing. Critically, we expect to have been a major part of the solution for the housing crisis that is being experienced in cities and countries around the world. We are very excited to make housing construction a more collaborative, affordable and profitable endeavor for developers, general contractors, architects, and building trades companies globally. SR

Fay Margo, **Brackendale Consulting Ltd** Founding CEO: 'We're a Specialized One-Stop Private Equity Marketing and Communications Shop Competing against PR Giants'

Fay Margo
Founding CEO

Photography by Piranha Photography

"We pride ourselves on our flexibility, speed of delivery, and strive to attain perfection on each project we undertake."

Managing a firm's investor marketing or media relations isn't as simple as it used to be. Investors are becoming increasingly demanding in terms of what information they wish to receive, and how they want receive it. The advent of social media means news is more immediate and far-reaching than ever before - having the wrong news out there could have a catastrophic effect on investor returns. Investor marketing, public relations and brand management are important tools by which companies inform, persuade, enlighten, teach, remind, and enrich the knowledge of their stakeholders. It's worth getting it

right: having a solid marketing or communications strategy in place can spell the difference between success or failure.

In light of the foregoing, we're thrilled to present **Brackendale Consulting Ltd.**

Brackendale is a multilingual marketing and communications agency specializing in public relations and investor marketing support for private equity houses. The company produces visually compelling investor pitch books, newsletters, ESG reports, quarterly reports, and financial documents, with well-written and relevant content that is eye-catching for all the right reasons. It also designs quality websites, as well as carrying out company rebranding.

Brackendale was established in 2013 and is headquartered in London, in the UK.

In Conversation with Fay Margo, Brackendale Consulting Ltd Founding CEO

What was the reason behind the genesis of your company?

Brackendale was set up to address a real gap in the market. There are a lot of private equity houses out there trying to raise multi-million- or billion-dollar funds, which have the financial acumen to generate stellar returns, but many lack the creative flair or the communication skills that

are so necessary to convince top institutions to invest in their fund. All too often, fund managers will spoil their investor pitch with a less-than-perfect presentation, written in clunky English with amateur graphics.

If you're looking to raise serious capital, then you need to be producing professional and smart marketing materials, with succinct and engaging copy. Investors will judge fund managers on their pitch books, branding, and presentation skills because it's often the first insight they have into the fund managers.

Similarly, private equity funds need to be engaging with the financial press, which is read by many of the funds and institutions they are hoping to attract investment from. The reality is some funds still refuse to interact with media organizations, as they are afraid about getting their messaging wrong, which can perpetuate harmful myths about the sector.

What are the challenges that you faced in your initial years?
Brackendale started out focusing on private equity media relations: given my private equity journalism background, I thought it was an obvious direction to take the company in. I knew that I had more specialist experience than some of the larger, more generalist PR firms that many of the private equity houses were employing. I not only had in-house private equity IR and PR experience but as a financial editor, I would receive hundreds of press releases a day – and know what constitutes a good story, as well as which angles to market, to which publications, to get the desired coverage. However, I underestimated the sway that some of the larger PR companies held over the market.

By the time I figured that PR activities would take a while to get off the ground, I had discovered a real market need for help improving the content and design of investor presentations. It was then that I invited Jonathan Parker – a former colleague and friend

from when I was International Editor at IR magazine in 2007, who carried out the branding for Brackendale – to come on board to help inject some professional design expertise into clients' marketing materials.

In 2017, Brackendale launched its investor pitch training service – in both English and French – to offer private equity firms the complete package to help them fundraise. Once PE houses have the perfect presentation in place, they still need to relay information in a compelling and convincing way, or investors will look elsewhere.

Over time, as we have focused on pitch training and investor marketing design, content, and advice, our PR offering has grown all by itself. We are no longer that little-known firm competing against the PR giants. We are the specialized one-stop investor marketing and communications shop competing against the PR giants.

What role does your staff play in the success of your firm?
Brackendale is a small but friendly firm that is incredibly responsive, dedicated, and prepared to go the extra mile for our clients.

We pride ourselves on our flexibility, speed of delivery, and strive to attain perfection on each project we undertake. We have been known to work weekends, evenings, and even on Christmas Eve and Boxing Day last year when a client came to us needing help at the eleventh hour. We adapt to meet our clients' needs and are happy to take on projects that don't fit into our core services – such as translation work, presenting at annual investor meetings, promoting clients outside the financial press, or appearing in a promotional video for a new merchant banking client.

We also take on either ad-hoc project work or regular retainer work, to suit our clients' needs and budgets. We generally find that, once a client has tried us out for one project – say a presentation redesign – then they

keep coming back for more; whether it's pitch training, PR support, a web redesign, or document translations. And the more work we do for them, the better we can know and serve our clients.

Where do you see your company a couple of years from now?
I envisage we'll still be doing the same thing, but with a bigger team, more clients, and greater exposure to global clients. **SR**

Fay Margo: An Inspiring Leader

Fay Margo is the **Founding Chief Executive Officer** of Brackendale. She started out as a financial journalist, writing for publications including The Economist, The Financial Times Group, Private Equity International, IR magazine (international editor), and France unquote (editor). She has appeared as a commentator on CBNC Europe's Power Lunch and Squawk Box programs and worked as a radio broadcaster on Lyon 1ère in France.

Ms. Margo began working for European private equity fund Cipio Partners in 2012, managing media relations and investor relations and helping out with deal origination. A year later, the firm became Brackendale's first client.

Ms. Margo holds BA and MA (Res) degrees in French and Italian from the University of Leeds and speaks English, French, Italian, German, Spanish, Russian, and Catalan.

> "We recognize the importance of branding and market positioning to show your group in the best possible light to investors, the financial press and other company stakeholders."

A One-Stop Solution for Automated, Programmable Cell Culture: Thrive Bioscience

Thrive Bioscience, located in the Boston, Massachusetts area, is commercializing a previously unavailable suite of automated, non-microbial cell culture instruments to meet the needs of the large research, drug discovery, drug development and regenerative medicine markets.

The company has senior executives with experience starting at early stages, in many life sciences companies including Cytyc, Exact Sciences, and Rosetta In Pharmatics. Thrive's Board of Directors consists of some of the most experienced individuals in cell culture and laboratory products. Thrive's Board Chairman was previously President of one of the largest laboratory groups in the world at Thermo Fisher Scientific. In addition, Brock Reeve, Executive Director of the Harvard Stem Cell Institute is a Board Member and a customer. And Board Member Michael Finney, Ph.D. is a well-respected founder of several life sciences companies, now turned full-time investor.

In Conversation with Farb-Horch, CEO and Co-founder of Thrive Bioscience

Why was the company set up?
Alan Blanchard, Ph.D., Thrive's Chief Scientific Officer and I co-founded Thrive in the Boston area five years ago to automate a neglected but critically important area of life sciences – manual cell culture and stem cell culture. Even though cell culture is an $18 billion per year market and key to bio-medical research, it is performed manually, in poorly controlled environments, with little data and little documentation. It is unusual to find major markets that are truly underserved like cell culture. Good science needs good cells and that is rarely available now. Not starting with good cells is at the root cause of many of the failures in drug development.

How is cell culture performed now?
Cells for research and even for cell therapies are grown similarly to the way they were grown 65 years ago, with little innovation, with a lack of documentation and variability of environments. The current standard practice in cell culture is that researchers take the cells out of the incubator, spend hours per day looking at tens of millions of cells under a microscope and then researchers replace them in the incubator, but with almost no data or images retained.

Lack of Data
Sadly, researchers know very little about the history and condition of these very important cells that they are studying in order to cure major diseases. Most *"apps"* on our phones know far more about its users than researchers know about cells cultured in labs around the world. Mislabeling rates alone have been found to regularly be above 14%. What does this mean? This means that researchers may think they are studying liver cells when they are actually studying kidney cells. This is a real embarrassment to the field and one that researchers do not like to discuss, but funders of research, such as government agencies and drug companies, are shining a light on these serious problems.

Variability of Environment
With cell culture, we are trying to reproduce the natural environments cells have in our bodies, but in the lab. The scientific community does a terrible job at reproducing these cellular environments. Cells are currently grown in *"dumb"* incubators that only control gases and temperatures and not important things such as pH and nutrients. In order to even look at the cells or run experiments on them, they are moved across many environments, resulting in stress, contamination and a lack of documentation. The very process of looking at them under a microscope changes the cells.

What are the consequences of currently performed manual cell culture?
Problems in cell culture lead to incorrect conclusions from

> *"Thrive's innovative systems provide reproducible protocols, scalable cell propagation, analytics and complete process history documentation with supporting images, all without the cells leaving the system's tightly controlled environment."*

experiments and are at the root cause of many failures in drug development. The impact of poorly controlled cell culture processes is high rates of mislabeling and contamination and significant variability in the condition of the cells being studied from lab to lab and even over time in the same lab. This variability in cell samples makes it extremely difficult to compare results from an experiment to experiment and lab to lab.

The lack of data and lack of automation in cell culture labs is one of the principal causes of the widely recognized reproducibility crisis. Reproducibility is the cornerstone of science. Amgen over a 10-year period and with up to 100 scientists, tried to reproduce 53 landmark oncology studies and was only able to reproduce six of them or 11%. Reproducibility is important because science is based on accumulated knowledge. Sadly,

much of the irreproducible data is only caught later in clinical trials.

Results from different researchers or even the same researcher at different points in time are currently often not comparable or consistent because the input, the cells, varies so much. So even though the industry spends billions of dollars per year on advanced instrumentation and assays, we have the same problem in biology research that the software industry described as *"garbage in, garbage out".*

How do your instruments solve these problems?

Thrive's solution to these problems is a family of products that provides researchers with reproducible data, analytics, documentation, and automation of their protocols. To accomplish these solutions requires integrating the best practices in biology, software development and
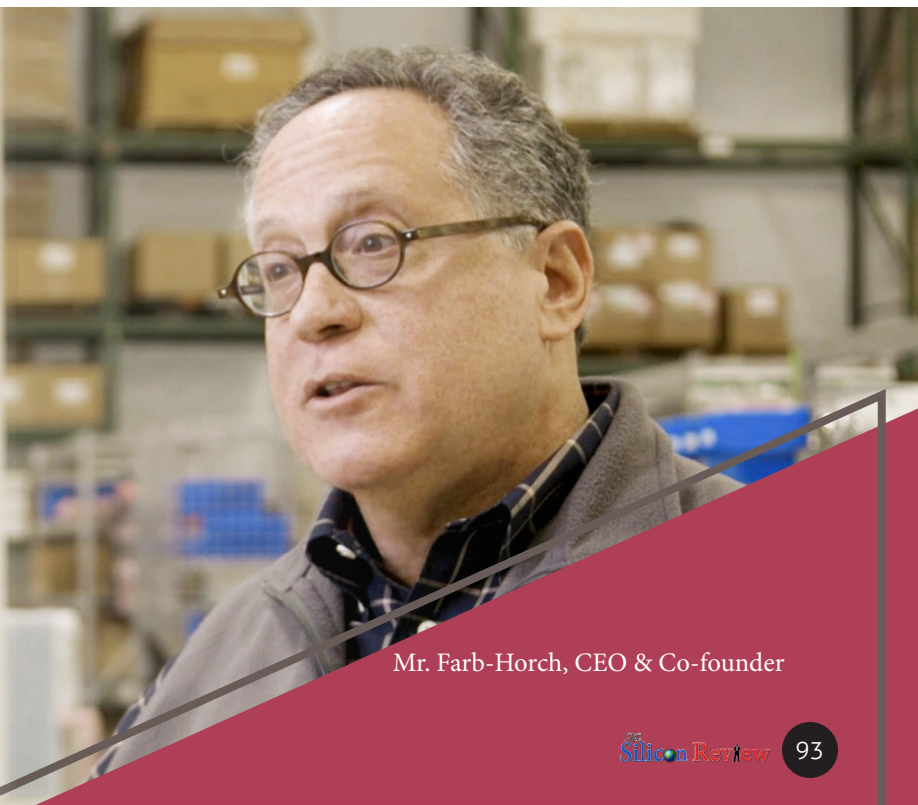
many types of engineering, such as robotics, fluidics and optics. Providing cross-functional solutions are difficult but very powerful and sometimes the only way.

Our first product, The CellAssist, is in beta testing now in leading institutions such as the Harvard Stem Cell Institute, Massachusetts General Hospital, and Stanford University Stem Cell Core. The CellAssist has a list price of $75,000 and captures 1,000's of images and metrics to improve cell culture. It sits right next to the incubator, and it images and analyzes the cells and provides the researcher with instructions to increase quality and a database that they can review.

We call the CellAssist, *"Cell Metrics in a Box"*. With the CellAssist, when an experiment does not work as planned, a researcher can now go back and understand why. This is key to good science. SR

Farb-Horch CEO and Co-founder of Thrive Bioscience

Mr. Farb-Horch is **CEO** and **Co-founder** of Thrive Bioscience, commercializing instruments for the automation of cell culture. He is Co-founder and Board Member of Autoimmunity BioSolutions, spun-out of University of Texas Medical School and serves on the Board of North Shore InnoVentures, a business incubator in Beverly, MA. Previously he served on the Boards of FICO (NYSE), RedwoodTrust (NYSE), HNC Software (acquired by FICO), Retek Systems (acquired by Oracle) and Saf-T-Med (acquired by Becton Dickinson). He has served in senior management positions, including as President, Indevus Pharmaceuticals (acquired by Endo), VP of Corporate Development, Cytyc (acquired by Hologic) and Executive Director, Trust for Science &Technology, SanJuan.

Mr. Farb-Horch, CEO & Co-founder

Dronak

A technology company that has great passion and commitment to create powerful alliances between humans and robots: Dronak

"Empowering people and industries to solve everyday challenges through the use of remotely piloted robots."

Robots are becoming uncaged, mobile, collaborative and increasingly intelligent and dexterous, moving beyond their traditional strongholds to bring automation to previously inaccessible tasks. In this report, we provide a global, comprehensive, and detailed assessment of the robotics and drones technologies and markets. Unmanned aerial vehicle (UAV)is an aircraft without a human pilot on board and a type of unmanned vehicle. Drone sales are on the rise with each passing year, and more and more people are embracing the idea of owning such devices. With all this attention, these unmanned aerial vehicles are now finding more practical and innovative uses and applications.

Dronak is a company based in EU and it specializes in solutions with RPA's (Remotely Piloted Aircraft). They pilot, design, market and act in other areas dedicated to the leisure industry. Dronak has a great passion and commitment to create powerful alliances between human beings and robots. This, in order to transform the communities, companies and industries with which it works, through the resolution of common problems of great impact. Through service area, Dronak offers a wide range of solutions and benefits to meet the demands that arise around RPRs, covering industrial, agriculture, food, environmental, audiovisual, academic / training, and regulatory sectors

R&D
Dronak has a great research vocation. It has designed

several patentable products and established alliances with large companies and leading technology centers. In Dronak they are committed to a collaborative model in which the agents involved exchange their knowledge and know-how to develop new products and services adapted to market requirements. The RPAS sector is inherently innovative; there is constant innovation in the product, which requires new developments and constant adaptations. The DRONAK team has proven experience and sufficient technical and technological qualification (aeronautical engineers, radio control and systems technician, programmers, computer engineers, topography specialists, etc.) to design and develop the corresponding product and services. Dronak's multidisciplinary research and innovation team works under the maximum of continuous improvement to keep the company at the forefront of the vertiginous technological career of the sector, seeking to solve socio-cultural, economic and environmental problems.

DNK X8
It is a drone with a robust design that has a sensor that provides high flight accuracy. It is capable of lifting about 40 kg of payload, which allows it to load large film cameras and high-precision LIDAR systems for topographic studies. Air RPRs have been the most widespread due to the benefits they bring in terms of efficiency in time, costs and security. These technological developments day by day increase their applications in

different sectors due to their high versatility, which has allowed them to be proposed as possible solutions in mobility and logistics issues.

DRON URA

It provides integrated environmental monitoring services, especially in aquatic systems, designed to reduce costs in processes of characterization and sampling and streamline processes that define the health of marine ecosystems and expand sampling areas, allowing establishing systems for continuous control of water quality. The Robots Remotely Piloted (RPR) aimed at aquatic systems provides access to areas inaccessible to humans, thereby reducing time and costs, unlike that made traditionally. Some of its applications are its measurement of water parameters, control of aquatic fauna, monitoring of fish banks, photography, among

other utilities that allow better management of the seas and reservoirs.

DRON FREELY

It is a trend within the RPR sector since they offer different technological solutions due to their high autonomy and their ability to carry out activities that could be risky for people. Its uses are focused on the detection and control of leaks in pipes, soil sampling, exploration, rescue, and rescue. Every day we will be more familiar with these technological developments, as their applications are continuously increasing in different sectors such as industrial, logistics, security, and environment.

DNK MAT

We have designed the DNK MAT drone with a FIX ZYX system, its biggest advantages are: stability, safety and precision in a flight without indoor GPS. This drone

can reach the speed of 20 m / s and has a capacity of 40 minutes of flight which will allow us greater efficiency and autonomy in the flight. This will be the first drone of Dronak prepared for mass sale and over time there will be its versions of land and water.

DRONAK BUSINESS

According to studies, the drone sector has a growth potential since its use has multiplied by more than four in just six years. Dronak have taken advantage of this context to achieve sustained growth and diversity for its business units organically. Due to the versatility of uses and applications of RPRs, this sector has experienced growth rates of up to 80%. In Dronak they have maintained a constant growth until they multiplied by 53 times the initial investment made by the founders. Their activities are reflected in the direct benefits of the solutions they offer to clients. **SR**

Fabia Silva, CEO of Dronak

Fabia Silva is a promoter of the powerful alliance between human beings and technology to transform communities. Fabia is an accomplished businesswoman, an expert in the creation and strategy of various corporate models. For two decades, Fabia has been dedicated to empowering companies for their internationalization both in Europe and in Brazil. Furthermore, Fabia has founded and directed successful companies in different fields such as architecture, gastronomy, fashion, and now, technology. She is an active promoter and speaker on issues of gender equality and women's empowerment.

Fabia Silva
CEO

Providing Colorado with Excellent Insurance and Service at Affordable Rates: **Denver Insurance LLC**

"We represent YOU, not an insurance company."

The world we live in is full of uncertainties. Individuals, families, businesses, properties, and assets are exposed to different types and levels of risks. These include potential loss, whether it be a death, health, personal assets, or property, insurance is a financial product that can reduce or eliminate the cost of damage. Apart from protecting individuals and businesses, the insurance sector contributes significantly to the overall economic growth of the nation by providing stability and security to industries throughout U.S. Local insurance agencies are a major component of this as they lend support to local communities across the nation.

Given the preceding, we're overwhelmed to present one of the most reliable and excellent incurance service providers in Colorado, Denver Insurance, LLC.

Denver Insurance is a locally owned, independent insurance broker that shops 33 of the best Colorado insurance carriers to customize the insurance plan and get the best coverage at the right price, without the pricey broker fees most agencies charge. The primary mission of the firm is to provide their customers with affordable home, life, business and auto insurance with superior customer service, and mile high standards in expertise. A Denver Insurance policy may be one of the best financial decisions you can make for your family.

The company was founded in 2015, and is headquartered in Denver, Colorado.

In Conversation with Paul Schweger, Founder and Principal Insurance Agent of Denver Insurance LLC

What was the reason behind the genesis of Denver Insurance LLC?

Denver Insurance is an extension of everything we value. Even though rates are a significant component, Denver Insurance is so much more than just helping people save money on their insurance. We work to be supporting members of the local Denver community. We want to be a resource, help people in need, create our own community with Denver Insurance, and give back to the community through the support of local charities and entrepreneurial organizations. This is why Denver Insurance was started.

What challenges did you face in your initial years? What can your peers learn from it?

- Figuring out the various logistics in technologies that drive an insurance agency (i.e., best back-end systems for our agency management system, phones, email, website, processes, and automation).

- The key takeaway from our beginnings is that you are never alone. There are other entrepreneurs in the same boat or have gone through it before. The Insurance Industry is competitive but also can be really supportive to new agents.

Is your company a 'leader or follower'?

Denver Insurance has never really concerned itself with either following or leading. It's more about being an excellent educator and a mentor to people who need help with their insurance. We just want to be the best insurance agency for our clients and the Denver community – someone trustworthy who people know they can rely on for support in shopping for insurance, and assisting them in the event of a claim.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

We agree 110% with this sentiment. We understand that we only have so much time to give in a day. If we take on too many clients, then the quality of our service declines and we couldn't help as many people, overall. It's important to be timely in our quoting process and in customer service. Our customers depend on fast and immediate responses because life waits for no one. As a

> *"We take pride in making you a happy, life-long customer."*

growing agency, taking on new clients, our team has doubled in size within the last year so we can ensure that all of our members get the same quality service and attention.

Is it true that striving for both 'ethics and success' in a business is a tough feat?

If ethics and success become a dilemma, then perhaps it's time to reconsider your line of work. Insurance is something everyone needs. But it's a complex topic. We want to help keep people informed and make sure they are adequately covered at a fair price. If we can help someone save money on their insurance, protect them from potential coverage gaps, help them understand their policy better, and support them if they need to make a claim, then we are providing an excellent service to our community.

What are the five factors that have been/are the biggest asset to your organization?

1. **Customer Service that goes beyond –** We don't view our customers as clients, we call them *"members"*, as in family-members because we work to treat them well, like family.
2. **Team & Customer Service –** Our team truly cares about our customers and it shows in the results.
3. **Quality Products –** We offer a wide arrange of insurance products that allow us to provide our customers with individual insurance policies at very competitive pricing.
4. **Community –** We are active in the Denver community, always looking to support charities like the Rose Andom Center, or The Rocky Mountain MicroFinance Institute. We also work hard to be

the best insurance partner with the small businesses in the area.

Where do you see your company a couple of years from now?

We are going to continue our pursuit of leveraging technology to serve our members better. Like every other aspect, people demand efficiency and knowledge. It's our responsibility to exceed our member's needs and be at the cutting edge of the insurance industry in expertise, rates, and technology to help support them.**SR**

Web link: www.denverinsuranceteam.com

Meet the formidable leader behind Denver Insurance LLC

Paul Schweger is the **Founder** and also serves as the **Principal Insurance Agent** of Denver Insurance LLC. When he is not with his family, working in the Colorado community, or watching Colorado sports, Paul anchors his local insurance agency. With over seven years of experience in Insurance. He's quickly becoming one of the movers-and-shakers in the independent insurance industry. During this time, he has established many long-lasting relationships with entrepreneurs and individuals in the area who widely regard him as a trustworthy confidant.

Paul is largely regarded as a leader who works hard and treats others well. His goal is to help build Denver Insurance into something great for everyone (both members and his team). Paul leads with a strong work ethic while providing a propensity for training and working with his team to become better agents. Football and community is also a big part of his life. He donates his time coaching a local youth football team and bleeds Broncos orange and blue on Sundays.

Paul Schweger
Founder & Principal Insurance Agent

EURO EXIM BANK
Facilitating Global Trade

Graham Bright: A Charismatic Leader

Graham Bright is the **Head of Compliance and Operations**; part of the original team. With a career in the finance industry spanning over 35 years (20 at SWIFT), he is recognized as a thought leader in trade finance and is a regular speaker at conferences and contributes articles to the international press. He has performed in amateur theatre and in TV and film as a supporting artist. Graham holds an Honors degree in Business Studies and is a serving Justice of the Peace.

Graham Bright
Head of Compliance & Operations

Graham Bright,
Euro Exim Bank Limited
Head of Compliance and Operations: 'Our Strategy is to Build the Largest Most Professional Sales Team in Trade of any Institution and be the Pre-Eminent Trade Finance Issuers Universally'

"We deploy the latest technology to ensure uninterrupted payment processing and issuance of trade finance instruments from a single point within a shorter period of time."

Banks exist to make profit, and whilst current banking challenges broadly include liquidity, asset, liability and capital management, winners will be those able to adapt to meet the demands of unprecedented growth in trade volumes, values and rapid advances in technology.

Euro Exim Bank Ltd(EEB) is an innovative global financial institution with head Office in St. Lucia and a representative office in London.

It holds a *"Class A"* international banking license from Financial Services Regulatory Authority (FSRA) of St. Lucia. This license provides authorisation to conduct business with third parties across industries and geographies worldwide, exercising strong due diligence, full compliance and operational excellence in its processes. EEB is an associate member of the Caribbean Association of Banks Inc (CAB). Being a member of CAB offers EEB opportunities and knowledge sharing with industry leaders that are applied to modernise its operations and customer service.

Graham Bright, Euro Exim Bank Limited Head of Compliance and Operations, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
The company was established from a small payment institution, however, in

> *"Tomorrows' winners will be those that read trends, adapt working practices, embrace rather than challenge change, and look at new markets with greater margins."*

a crowded market, fierce competition, infrastructure costs and lean margins prompted us to review and re-direct our operating strategy.

We saw an opportunity in facilitating global trade, through issuance and relay of trade finance instruments, namely Letters of Credit, Standby Letters of Credit, Performance Bonds and Bank Guarantees. Where major banks were withdrawing from the market through de-risking and international trade policy due to complexity, fraud and legal action, we found a strong market niche, working with smaller SME's and corporates needing to transact trade instruments supporting imports in often challenging jurisdictions across the globe.

How successful was your first project roll on? Share the experience.

Once we had established our systems and suitable pricing model for the market, we were effective in providing tier2/3 corporates low collateral instruments when dealing with trades of less than 5m USD. Commonly buyers were hampered by large long-term deposit requirements which adversely affects cash flow. We were able to offer a cheaper alternative with apt collateral, rapidly preparing instruments in days rather than weeks.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Sustainability can mean many things. In our context it's about profits, planet, and people, ensuring that well-maintained resources today do not compromise the needs of future generations. Every business strives to make profit to survive. In our case, the

pursuit of profit is measured in long term timelines rather than short-term quarter driven earnings. We are working with buyers in emerging countries changing from agricultural to industrial economies, mindful of emissions, low-energy usage, with a focus on free and fair trade, enabling global competition.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

Doing the right thing and doing things right is a key principle of our business, and we strive to maintain corporate policies of treating our customers fairly and respectfully. With so many clients across the globe, we work with multiple jurisdictions, cultures, business principles and regulatory demands, many of which differ greatly. We are mindful of the individual requirements as well as national obligations, where we aim not only to satisfy client demand but to exceed expectations. This leads to follow-on business, mutual trust and confidence in our products and services.

Is your company a leader or follower? Do you formulate your own core values?

A leader – in our innovative platform, blockchain enables trade transparency and immutability, for example, we are pioneering use of XRP cryptocurrency for payments and liquidity settlement, and working to radically optimize trade by embedding SWIFT messages inside Ripple real-time instructions.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

By deed and action. Fortunately, we are still a small company, where we

know our clients and our people very well. Running small agile teams, with cross-functional job roles ensures everyone is competent and confident to handle their roles diligently and in a timely professional manner. Teamwork is the key, led by astute, collaborative management who are not afraid or so remote to roll up their sleeves and actively assist and complement teams when required.

Trust is a difficult attribute to measure and a delicate dynamic to maintain. How do you maintain this with your employees?

We carefully select staff and work in teams without multiple layers of management or bureaucracy. Whilst information sharing is important, staff are trusted and empowered regarding marketing, creating trade instruments and generally in their daily activities to complete tasks diligently without micro-management. Our staff are professionals and we recognize them as such.

Where do you see your company a couple of years from now?

Our strategy is to build the largest most professional sales team in the trade of any institution and be the pre-eminent trade finance issuers universally. We have already started recruitment in India, to be followed in other key locations. Whilst international trade is growing, opportunities still arise for our target market, and we are positioning to take advantage of new markets and areas where major banks are withdrawing their services. SR

Russ Berkoff
President

StealthPath™

An Interview with Russ Berkoff, **StealthPath Inc.** President: 'We Have Expanded Capabilities to Complement other Solutions while Still Keeping Our Core Value as the Ultimate Goal'

"We work to keep the goals and capabilities of engineering/product functionality in line with how we present ourselves to the market."

Russ Berkoff: A Formidable Leader

Russ Berkoff is a senior-level executive with skills as a manager, leader, and strategist. He has worked extensively within government and commercial sectors in the defense, civilian agency, intelligence community, and technology commercial spaces. He currently serves as President of StealthPath Inc., a start-up having been granted six patents to introduce and establish a novel zero-trust solution to endpoint devices in the worldwide cybersecurity market.

He is a graduate of the United States Military Academy at West Point, holds Master's Degrees from Loyola University Maryland, Sellinger School of Business in Finance, and the Naval Postgraduate School in Defense Analysis. He is a graduate of the U.S. Army Command and General Staff College. Berkoff is well-traveled, living in both Europe and Japan, with business trips throughout Asia, the Middle East, South America, and Europe. He currently resides in Maryland.

For years America has been under relentless cyber-attack. From hackers out for criminal ends to nation-states targeting America's most advanced military technologies and threatening critical infrastructure. Recognizing that traditional, response-focused approaches were insufficient to meet the growing threat, CEO Andrew Gordon founded **StealthPath™**, a game-changing approach that provides dynamic zero trust defenses against otherwise successful penetrations.

The company is purpose-built to address the vulnerabilities of industrial controls, machine to machine interactions, and as seen today with the Internet of Things (IoT) and Artificial Intelligence (AI). Its global patent supported approach provides fundamental prevention, efficiently implementing a *'zero-trust'* solution at the protocol/message level, ensuring that port utilization, access, messages, and protocols are consistent with intended functionality. It doesn't just detect exploits; it stops them before they can do damage, eliminating zero-day and other OS and application

vulnerabilities. In the process, it also increases operational stability by eliminating accidental events caused by software failure or human error. The solution footprint is exceptionally minimal, with frictionless implementation complementing existing applications and processes.

The company was incorporated in 2017 and is headquartered in Reston, Virginia.

Russ Berkoff, StealthPath Inc. President, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
For nearly a decade, a workable Zero Trust solution has been the holy grail of cybersecurity. StealthPath's founders recognized that it was achievable in the fastest growing sector of

the market-- the exploding universe of smart devices. Since our first patented solution, the approach has grown to include a flexible platform that allows multiple levels of Zero Trust maturity, and we have moved into cutting edge digital transformation areas, including AI and IoT.

What challenges did you face in your initial years?

Any radically new idea is going to have challenges finding its feet in a market already crowded with solutions. Rather than relying on a disruptive revolution, we have crafted our go to market approach to *"play well with others,"* complementing existing solutions while providing a roadmap to more robust functionality.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

When we started, we had a complete, all-or-nothing solution approach. While we still think that represents the maximum value, we recognize that it is not realistic for organizations already heavily invested in mostly adequate alternatives. We have expanded our capabilities to complement other solutions while still keeping our core value as the ultimate goal.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Before we can effectively communicate our vision externally, we need to build internal consensus. StealthPath is very much an internally-empowering work environment. We work to keep the

goals and capabilities of engineering/product functionality in line with how we present ourselves to the market. Integrity is critical. Without it, no one will trust us to secure their critical assets.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

All three elements-- behavior, quality, and economic performance-- are aspects of a company's brand. Long-term sustainability depends on all three.

Is it true that striving for both 'ethics and success' in a business is a tough feat?

The word *"striving"* indicates difficulty. You don't *"strive"* while coasting. In some cases, holding to a high standard, under-promising-and-over-delivering may seem like a constraint. But if it builds trusted relationships with customers, it makes things better in the long term. We have enough challenges in a cybersecurity market beset by attacks from criminals and nation-states without trying to remember, as a Hollywood memoirist put it, *"what lie did I tell."*

Trust is a difficult attribute to measure and a delicate dynamic to maintain. How do you maintain this with your employees?

Actually, I disagree with this. Honesty and integrity are essential. There is no delicate dynamic to maintain if you are straightforward and open. There are aspects of our business—the secret sauce— that need to remain confidential. And, at times, we must make tough decisions without unanimous support. The important thing is not to try to please everybody all the time–an impossibility in any

case. It is to listen to everyone, make the best decision you can, accept responsibility for success, and, if you fail, learn.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

- **Innovation –** the source of our competitive differentiation,
- **People –** the source of our innovation,
- **Process –** our ability to understand what we are doing, why we are doing it, and making changes as necessary,
- **Customers –** the external reality check that defines our value,
- **Integrity –** call it reputation, brand, whatever, the foundation of the trust that the market has in us, and that we have in ourselves.

Where do you see your company a couple of years from now?

Much further along, delivering sustained value while still searching for ways to improve. If we are going to be successful in protecting customers' digital transformation investments, we need to be prepared to transform with them. **SR**

"StealthPath uniquely provides defense-in-depth in an information/operations technology environment teeming with ever-changing cyber threats, including highly sophisticated attacks financed by hostile nation-states."

GND SOLUTIONS – Delivering world-class products for the global market with committed passion

Siva Reddy
Founder

The Internet of Things is an emerging topic of technical, social, and economic significance. Consumer products, durable goods, cars and trucks, industrial and utility components, sensors, and other everyday objects are being combined with Internet connectivity and robust data analytic capabilities that promise to transform the way we work, live, and play.

GND Solutions is one such firm that primarily focuses on ensuring the highest quality of service at each stage of product and solution development, and delivers world-class products for the global market with committed passion. The firm makes products the first time, on-time and every-time in the IoT, IIoT & M2M domains on equal footing with global standards.

The fundamental root of success

The significant driving force of the firm is bringing innovative and transformative concepts to products in the areas of IoT and M2M for Smart Cities, Smart Factories, and the Industrial & Energy segments. The firm provides End-to-End solutions that provide rapid time-to-market capabilities that give a competitive advantage in the global market.

Brilliant solutions furnished with innovation

Cold chain solution

GND's Cold Chain Solution helps to track the status of perishable items that are temperature sensitive. Their IoT integrated solution improves supply chain visibility for enhanced customer experience, theft protection, and inventory management. The product provides the ultimate solution to lowering the spoilage rate of temperature-sensitive goods with absolutely low energy costs. Smart end-node sensors and analytics platform enhances visibility and remote management with overall cost savings.

Location tracking solution

GND's Location Tracking Solution helps owners/ companies in the transport and logistics market to improve their logistics management and vehicle performance, with optimized efficiency and operating cost. The firm's solution offers a close insight and detailed information about vehicle movements, routes, status, utilization, and enables in managing the fleet with ease and simplicity.

Door/window alarm solution

The Door Alarm Sensor is a next-generation security system leveraging LoRaWAN, a network that can't be tampered and provides round-the-clock protection to homes, shops, offices, and factories. This solution is reliable, cost-effective, and generates instantaneous alerts using a dynamic IoT platform. This solution is not

dependent on the home network and comes with extended battery life.

The high-end products offered

LORA EVK - GLOBLE-916EV

IoT EVK is designed to provide a self-contained Plugin Play kit to provide IoT/M2M solutions as well as to enable network providers to demonstrate their network capabilities. The EVK connects to a public IoT network following the LoRaWAN or NB-IoT/ cat M1 specification. IoT EVK has built-in sensors, including GPS, Temperature, Humidity, Accelerometer, User Switch, BLE, GPIO's, and Analog Inputs & LED.

Striking features of the device:

- Communication network
- LoRaWAN compliance
- Cellular Cat M1/ NB-IoT [optional]
- Rechargeable battery
- MicroUSB charging port
- Configurable reporting intervals
- Remote Programmable to enable/ disable the sensors
- Report Instantaneous alerts

LORA DOOR SENSOR - GLOSE-916D

GLoSe-916D is a LoRaWAN™ compliant door alert sensor.

It sends immediate alert notifications on detecting door opening/ closing movements. The door open/ close duration and threshold limits are remotely configurable. It also allows multiple user configurations like single alert detection, number of event triggers, duration of the opened door, etc. The door sensor also includes inbuilt temperature and humidity sensors.

Striking features of the device:

- Configurable operation modes
- Instantaneous alerts
- Trigger alerts for configurable no of door open close events
- Trigger alerts for a configurable duration of the door accessible

LORA TEMPERATUE & HUMUDITY - GLOSE-916T

GLoSe-916T is a LoRaWAN™ compliant temperature and humidity sensor. The temperature and humidity data are two of the most basic information elements in smart factories, buildings & data center solutions. The live and real-time temperature information can be used as the basis for energy consumption for heating, optimizing heating/ cooling temperatures, and also giving the property owner the capability to supervise humidity to avoid factory, building, and data center damages.

Striking features of the device:

- End-to-end solution
- Accurate measurements of temperature and humidity
- Best in class performance
- Robust and reliable design
- More than two years of battery life

LORA TEMPERATUE & HUMUDITY - GLOSE-916T

GLoSe-916AT is a LoRaWAN™ compliant Asset Tag Monitoring device. The tag contains a motion sensor giving immediate alerts on movement, and offers different user-configurable rates for its status. The motion detection type and duration is also configurable from the remote application. Different status transmission intervals allow tags to be used in diverse applications while offering the best battery life in the market. The mounting and affixing method for the tag depends on the type of application it is used.

Striking features of the device:

- Instantaneous alerts
- Trigger alerts for configurable no of movements
- Trigger alerts for a configurable duration of movement
- Remote Arming/ disarming
- Motion sensor
- Ultra long-range transmitter SR

"Our primary focus is to ensure the highest quality of service at each stage of product and solution development and deliver world-class products."

ORBAI: Solving the Limitations of Today's Artificial Intelligence

"ORBAI is jumping over the current generation of deep learning technologies and starting with a more capable and flexible architecture and tools that enable advanced artificial intelligence and AGI."

Founded in 2018, Silicon Valley-based ORBAI is working on a new AI architecture that progresses and evolves over time. In the software platform's early stages, company founder and CEO Brent Oster says we can expect to see much better vision and speech systems than what we're used to seeing from present-day AI products and applications. From there, the software will learn to talk and interact, becoming a human mimic that's able to perform real work jobs. The software's final stage will extend to artificial general intelligence (AGI), which includes sensory capabilities, cognition, vocational skills and the ability to communicate that's on par with humans. In the next 5-10 years, Brent and his team of developers believe AIs built on this foundation will evolve to the point where machine intelligence will be able to understand or learn almost any intellectual task that any human being can and do it better.

Artificial intelligence (AI) using deep learning (DL) has very significant limitations and does not result in AI like we see in movies and TV, holograms, robots and other interfaces that can talk to us conversationally and interact like us. If you look at the virtual assistants from Apple, Google, Amazon and others, they do a fine job of ingesting a command, translating speech to text, looking the question up on the internet and then translating text to speech with answers. But their current hardware and software specs will never enable them to transcend anything beyond what they were initially designed to do, such as speak conversationally, or learn as they interact with you.

"Today's AI, ML and deep learning (DL) neural networks are a faint shadow of the biological neural networks in our brains and are more like fitting a statistical model to data than modelling any true cognition or learning," said Brent.

Once a deep neural network is fitted to a dataset, it can do some very useful inference within the domain of that dataset to produce useful outputs, but it cannot go very far outside that domain or learn while deployed.

"Each deep neural network (DNN) implementation is very narrow and static. Even AIs using multiple DNNs in combination are full of gaps in capability and what they can process. They will never result in an artificial intelligence anything like us or able to work and interact with us effectively," Brent continued.

Building more advanced AI that can learn and evolve to AGI would be impossible starting with today's deep learning technology, so ORBAI is developing a new foundation using Spiking Neural Networks (SNNs). SNNs are artificial neural networks that more closely mimic natural neural networks, such as the human brain. This includes using feedback loops to train the sensory cortices and an artificial genome that allows evolution of the resulting neural networks with genetic algorithms to work on large SNNs for the first time. This evolution is necessary to produce anything more complex than science demos and test networks. Evolution is the process from which our brains were formed over the past billion years and is the most powerful force in nature.

"The capabilities of this AI includes being able to do tasks we would expect

Brent Oster, President & CEO

of a real AI, such as taking in inputs, performing real thinking and planning, combining them with internal memory and human-like cognition to produce useful outputs for a wide variety of situations. It will also be able to learn from its interactions with its environment like we do, by observation, experience and from practice," Brent added.

People might say that setting out to build an AGI is too ambitious of a goal for an AI startup, but being an AI company and not having this other goal guarantees your obsolescence in 8 to 10 years if and when someone else does build one. Brent sums it up as: *"It is really the only goal that makes sense in AI now. It is an arms race, winner takes all, and ORBAI plans to be the winner by jumping over the current generation of deep learning technologies and starting with a more capable and flexible architecture and tools that can get there."*

To date, ORBAI has filed three provisional patents including one for controlling 3D characters, one for the methods for developing advanced artificial intelligence using synthetic neural architectures and one for the apparatus and method for utilizing a parameter genome characterizing neural network connections as a building block to construct a neural network with feed forward and feedback paths.

Using the technology the company's developed, ORBAI engineers are currently working on three real-world, AGI proof-of-concept products; one for robotics, one for healthcare organizations and one for the legal community.

For healthcare organizations, ORBAI is developing a medical AI that features

a 3D generated doctor named Dr. Ada that's able to interview patients, take vitals, make a diagnosis, read lab reports, and more. While the ability to perform at the level of an actual doctor is still about four years out, a mobile version that's able to simply interview patients and take vitals and make diagnoses will be here early 2020.

For the legal community, the company is developing an AI application for mobile devices that will be able to assist with document preparation and court filings.

"You just talk to Justine Falcon – legal AI – on your mobile device or computer and she interviews you, asks the right questions and gets all the information needed to compose a legal document and file it for you. This will be ready in early 2020," said Brent.

By 2021, Justine Falcon is expected to go to work for lawyers and will be able to research and encode case files for easy search and help with litigation, including tracking case files, predicting what the opposing council will do (based on ingested case files), helping plan litigation strategies and write and file any legal documents.

ORBAI is also developing an adaptive autopilot AI that could be deployed in unmanned aerial systems (UAS) and autonomous land vehicles, with networked, adaptive command AI learning to control autonomous fleets for applications in robotics, drones and self-driving cars.

What these products have in common is that they require an artificial brain that can learn to process inputs from vision, hearing and sensors, understand human language, and learn while deployed and interacting with people, spreading their

knowledge to each other. They require cognition and the ability to think and make life-or-death decisions and learn to do it better each time.

"Lastly, all of ORBAI's products will have the ability to control a body, whether it's the body of a 3D character on your phone, the body of a robot or vehicle on land or a drone in the air," Brent concluded.

ORBAI will also license its technology to third parties developing vehicles, robots, drones, toys, consumer electronics and homes, allowing them, as Brent suggests: *"To create products that truly perceive the world around them and truly become artificially intelligent."*

ORBAI aspires to create a very bright future and has demonstrated its technology at a number of industry trade shows, including Augmented World Expo, TechCrunch Disrupt, NVIDIA's GPU Technology Conference (GTC) and Singularity University's Global Summit. Because this new technology is so much more powerful and flexible and can reach so many applications and markets, Brent believes it can easily enable products and services worth over a trillion dollars by 2025.SR

—Rick Popko

CORE SCIENTIFIC
Born of the Blockchain. *Inspired by AI.*

An Interview with Kevin Turner, **Core Scientific** CEO: 'Our Mission is to Become the Premier AI and Blockchain Provider, Delivering Best-in-Class Infrastructure and Software Solutions'

"The two technologies we operate in are going to define the future technology landscape. Every business will depend on blockchain technologies to ensure the integrity of data, and they will depend on AI to optimize their business performance, their products, and customers' experiences."

B. Kevin Turner, CEO

The personal computing revolution. The internet. Mobile devices that put a supercomputer in the palm of your hand. We've been exposed to transformational technologies before, and understand that they have the power to change the world as we know it.

But each of these past examples emerged gradually—and crucially—in isolation. We had time to grow used to personal computing before the internet arrived and changed the game once more. We were internet-savvy long before smartphones put the web in our pockets. Now, multiple new technologies are emerging at once: 3D printing, 5G wireless, virtual and augmented reality, and others.

While each of these technologies present exciting opportunities and significant challenges for the enterprise, we consider three to be truly transformational: IoT, AI,

and blockchain. Alone, any one of these three would have the power to alter business, leisure, and society as a whole. But together, their transformative impact will be unprecedented.

In light of the foregoing, we're thrilled to present **Core Scientific**.

Core Scientific provides information technology services. The company focuses on blockchain infrastructure and artificial intelligence hosting, transaction processing, as well as application development. Core Scientific serves clients in the United States.

The company was incorporated in 2018 and is headquartered in Bellevue, Washington. It has addition facilities located in Calvert City, Kentucky; Marble, North Carolina; and Dalton, Georgia.

Kevin Turner, Core Scientific CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?
Core Scientific is a company that is born of the blockchain and inspired by AI. We were set up with the mission of becoming the premier AI and blockchain provider, offering best-in-class infrastructure

and software solutions. By being exclusively focused on these two hypergrowth industries (AI & Blockchain), we will create value for customers by becoming the partner they can depend on in rapidly evolving and unpredictable markets.

What challenges did you face in your initial years?
We've successfully tackled a blockchain market depression, witnessed dramatic hardware innovations, and partnered with great AI hardware partners that are continually innovating. The key skill as a CEO is to inspire the team with the will to win in all circumstances. That might require grit in adverse times, and the ability to handle tremendous ambiguity as new technologies take shape in the market, but it is rooted in excitement for what we will achieve in the world with these technologies.

What kind of responses have you received from your customers? How have they motivated you to shape your offerings/grow the company?
Our customers are also operating in two explosive industries, and dealing with some fast-evolving technologies. Listening to their feedback and being learners together with our customers and partners has made us so much better as a team at Core Scientific. We have listened carefully to our customers, and it has made our business stronger and benefited all of our customers.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Our approach to sustainability focuses on some core strategies that set Core Scientific apart from our competitors. We've been continuously increasing our usage of renewable power in all our facilities, increasing to more than 70 percent renewable energy. We've also created optimizations that improve the power efficiency of all devices – generating more blockchain rewards for less power. The overall PUE for our datacenters is actually around 1.01 which is industry-leading, and something we are all proud of.

Is your company a leader or follower?

The two technologies we operate in are going to define the future technology landscape. Every business will depend on blockchain technologies to ensure the integrity of data, and they will depend on AI to optimize their business performance, their products, and customers' experiences. It's not possible to build a fast-growing business in this space without being leaders in what we do.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

Firstly, having a front-row seat to history being created in our industry is why we've been able to attract such an amazing array of talent at Core Scientific. We have

experts who are leaders in their field excited to join us.

Secondly, having a team with a passion for customers that drives us to achieve success even beyond our ambition –for our customers, our investors, and each other's success. That creates a will to win, and it is a huge asset that we do as a team that blends all the different experiences, backgrounds, and cultures we have at Core Scientific.

Thirdly, attracting people with boldness in life is a great asset. We embrace the spirit of adventure with positivity in everything we do. I've been proud to see this team unafraid to take on intelligent risks and embrace incredible stretch goals.

Of course, grit is an equally important asset to have in the DNA of our team at Core Scientific. Reliance and perseverance, and a desire for achieving long-term goals defines our company.

While I am proud that the first four factors are all about the people who work at Core Scientific, of course, a huge asset is the speed of development in both blockchain and AI markets. They are exploding in both growth and innovation.

Where do you see your company a couple of years from now?

Core Scientific will continue to establish its position as the premier AI and blockchain provider, offering best-in-class infrastructure and software solutions. We are focused on the US market today, but our sights are set on expanding internationally and on building a global reputation for excellence in both industries. SR

> *"In an increasingly distributed and connected world, we believe blockchain and AI will fundamentally change the way information is processed, shared and stored across a range of industries."*

Core Scientific | Leadership

B. Kevin Turner, CEO:

Kevin Turner joined Core Scientific with over 30 years of successful business experience. He served as Microsoft's Chief Operating Officer from 2005 – 2016. As Microsoft's COO, Kevin drove a strong track record of results, execution excellence, and improved efficiency while transitioning the company's business model to the cloud and driving the customer satisfaction scores to the highest in company history.

Prior to Microsoft, Kevin worked at Walmart for 20 years. He was the youngest corporate officer named at Walmart at the age of 29. He later rose to Executive Vice President and Chief Information Officer for Walmart Stores, Inc. Subsequently, he was appointed CEO and President of Sam's Club and Executive Vice President of Walmart Stores, Inc.

Matthew Bishop, Chief Administrative Officer:

Matthew Bishop was the Corporate Vice President, Strategy and Operations of Microsoft's Worldwide Commercial Business. He led the strategic development of Microsoft's go-to-market approach and created a world-class sales force focused on how the Intelligent Cloud and Intelligent Edge will drive digital transformation. Prior to Microsoft, he supported the UK Prime Minister on cross-government strategy where he was an early strategist on inventing e-Government. In 2012, Matthew was made an Officer of the Order of the British Empire (OBE) by the Queen of England for his voluntary work in protecting children online.

AISERA

AISERA: Redefining Employee and Customer Service through the AI-Driven Service Desk

"Our goal is to make agents become 'super agents' by automating common actions and tasks."

Muddu Sudhakar, CEO

A rtificial intelligence (AI) explores the use of computer systems to mimic various attributes of human intelligence, such as problem-solving, learning, and judgment. Though in its technological infancy, businesses see huge potential in AI for speech recognition, decision-making, and everything in between. AI in the business sector makes use of various technologies and tools to collect and analyze business data. The main purpose of it is to provide companies with useful information and analysis to aid decision-making and to allow businesses to make decisions nearly five times faster than they otherwise could.

Given the preceding, we are delighted to present **AISERA**.

AISERA brings AI and business both under one roof. The firm helps to make businesses and customers successful by offering a consumer-like user experience for support and operations. The firm has built the world's first

Artificial Intelligence Service Management (AISM) solution for IT, HR, Customer Service, Facilities, and IT/Cloud Operations. With AISERA, organizations can provide a personalized and proactive experience for users by automating the resolution of tasks.

Established in 2017, the company is headquartered in Palo Alto, California.

In Conversation with Muddu Sudhakar, AISERA CEO

What is the reason behind the genesis of AISERA? How did you expand your company and its offerings over the years?

AISERA was set up to improve the user experience, empowering enterprises to provide a superior end-to-end AI Service experience to employees, service agents and customers. There are millions of

service agents throughout the world who are doing mundane repetitive tasks. Most of these service agents are unhappy with being bogged down by menial work. Our goal is to change the experience of services and make a profound difference in the way they work, but also deliver an improved experience to customers.

What challenges did you face in your initial years? What can your peers learn from it?

Whenever you propose a new concept or a solution, you'll have a lot of naysayers. New, novel solutions are always being challenged, especially when the solution is disruptive and requires creating a new market. When facing push-back and disbelief, it's important to have perseverance. When starting a company, you need a *"True North"* vision and must stick to it without deviation. Having the determination to follow through and evolve your business through

early-stage to growth is something my peers can learn from.

How successful was your first project roll-on? Share the experience.

Our first project roll-on was great. As a company, we were happy to see our first release to customers successfully deployed. Along the way, we learned from customers and users who championed our solution in their environments. They gave us feedback and partnered with us on our journey as we added roadmap functionality, new features to better improve experience and productivity, and new use cases to automate in customer environments.

What kind of mixed responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

CIOs and customer service departments both appreciated what we're doing to automate and improve user experience and customer service. Feedback has been around how to better automate tasks, actions, and workflows within customer service, IT, and other departments. The tight labor markets helped us because the need for experienced IT and service desk professionals forced organizations to automate these common tasks while continuing to hire and grow their business.

Is your company a leader or follower? Do you formulate your own core values?

AISERA is a leader. We formulate our own core values and focus on what's good for employees, customers, and others. We're willing to adapt and evolve based on market needs and technology changes.

A company's behavior is as important as its economic performance or the quality of its products. How do you interpret this saying?

I agree that a company's behavior is very important. AISERA was built for employees, shareholders, and customers. We embody diversity at all levels. As an AI service experience company, our motto is to improve the whole experience for everyone, from employees to customers. Because we believe in changing the way services are handled today, our philosophy directly impacts how we behave as a company. Being customer-driven and focused, we're here to help our customers throughout their digital transformation or automation journey.

Building a culture of sustainability inside an organization is very important to maintain a reputation in the global market. How is it true for your company?

Our company culture is important to us. We wouldn't have AISERA without the team. People and our team are our first priority. AISERA belongs to all of us, and every team member contributes to our creative, innovative, and results-oriented environment. We are execution-focused and thrive on being a customer-driven culture that stands together to build a world-class AI solution (cloud-native SaaS) to help our customers achieve their business goals. We believe in having a work-hard and play-hard culture, which unites the team to excel together,

generating greater satisfaction, and productivity.

If you have to list five factors that have been the biggest asset to your organization, what would they be and why?

- Customers
- Vision/Mission
- Technology Evolution – open to evolve
- Employees – can't do this without people
- Investors – good investors that stand behind you for the long game

Where do you see your company a couple of years from now?

AISERA will continue to be the leader in AI Service Management—to improve the customer experience and employee experience. We see ourselves continuing to make a difference in the overall experience and productivity of agents.SR

> *"We are execution-focused and thrive on being a customer-driven culture that stands together to build a world-class AI solution (cloud-native SaaS) to help our customers achieve their business goals."*

CodeBoxx

CodeBoxx Technology: 'We are Proud to Say We Teach More than Technology'

"Our mission: Unlock your potential and start your career in technology."

An original academic program, created and customised to reshape the technology labor market, exposes the participants to industry-recognized and up-to-date tools and practices in a fast-paced environment. The high-intensity boot camp spread over 16 weeks allows every participant to acquire many different skills and competencies highly valued by future employers.

The training CodeBoxx Technology delivers is an alternative to online programs already offered to self-tuition. On the Web today via Codecademy, Udemy, Coursera, Udacity, Stack skills and so on, you already have had access to learning material for many years and some are free or cheaper than CodeBoxx. The basic premise of the CodeBoxx concept is that, if some people attracted to tech still have not leveraged what is already accessible out there to jump-start their career, there must be something missing. The company fills this void by proposing a framework that allows focus and performance alongside broad exposure to the technologies that make modern developers quality-driven and productive. A truly transformational journey across all themes of the program delivered by experienced and recognised professionals.

CodeBoxx was incorporated in 2018 and is headquartered in Sausalito, California. Their first classrooms are established in Quebec City and Montreal with plans for new ones in Philadelphia, Pittsburgh, New York and Miami.

CodeBoxx Technology: Interview Excerpt

Why was the company set up? And how did you expand your company and its offerings over the years?

Like a lot of ideas that become great business endeavors, CodeBoxx was created to fill an observed gap in the market. CodeBoxx's CEO and founder Nicolas Genest experienced the gravity of labor shortage in technology while he was a three-time CTO in New York and Silicon Valley. He was also suffering, sometimes more, from incompatibilities in the mindset and soft skills of new hires. He had to take risks in the early days and hired on his teams ex-teachers, Uber drivers and Starbucks baristas with only a few weeks of experience in technology. He bet that with proper senior guidance and a clear definition of success, smart people with life-experience are capable of producing great results and value even if they didn't have engineering backgrounds or big college degrees. He quickly realized he was right as these new employees were among the best in his teams because they cared more, they were grateful for the opportunity to contribute and they were caught in a positive spiral where their short term success boosted their motivation to get even better. He also realized that in a now mature technology landscape, like in the construction sector, beyond the need for engineers to plan and design the right solutions, there is an even bigger need for results-oriented pragmatic doers. It is even more important for these people with skills to be efficient within a team. Not everyone can be an engineer, but everyone can speak the language of technologies and contribute to the sector. Nicolas is the author of a unique learning program delivered in the form of a Boot-Camp and the proof of concept has been a huge success and now the startup is strong with more than 500 registrations, six elite partners and an on-going expansion process that will bring the concept across North America and Europe.

How successful was your first project roll on? Share the experience.

The first cohort was delivered in 2018 and the results were beyond the wildest expectations of the founding team. Our graduation rate was higher, our placement rate was higher than expected, as time goes by, we have the firm conviction that our graduates are just as valuable as any other collaborator and can contribute to teams and projects. Our partners already gave significant roles to our graduates and some are already destined to exceptional careers. One of the first projects we delivered

> **"**
> *With a personalized and pace-based approach to learning, collaboration and merit, we firmly believe that we will be able to unleash the true potential of a whole series of capable individuals and encourage them to embark on a new chapter in their careers."*

Nicolas Genest, Founder & CEO

as a project agency with some graduates staying within CodeBoxx was for the Fashion designer Amsale, a company based in New York: A 30-year-old high-touch wedding-dress company that wanted to bring their products and clients into the digital world emerging as a survivor of the retail apocalypse. They wanted to change the way brides purchased wedding gowns while transforming the enterprise from a fashion company to a technology company. CodeBoxx, as the exclusive technology partner, delivered many iterations of a complete, lightweight, state-of-the-art new information system. The new orientation taken by the company was even featured in the Washington Post on April 12th and in Vogue in August. Among the key players of the digital transformation team, a former crane operator turned developer in only 16 weeks. He simply wanted something more in his life and CodeBoxx was there for him.

Is your company a leader or follower? Do you formulate your own core values?

CodeBoxx is a groundbreaking leader. It shows by the many trying to hold us back. The uniqueness and innovation comes from two different elements: its learning program and its concept! First, the program. Custom made by a CTO for CTOs, it offers a real hands-on business simulation to participants, as a fictional company acts as an employer. This true case study approach also combines technical skills with non-technical skills to simulate in-

enterprise situations. Participants are mentored by experienced senior engineers with active careers. They are paid upon graduation of their protégés, therefore providing them with the necessary incentives to help participants to be excellent in their execution week after week, to always go the extra mile and to always stay flexible and nimble even in front of unknown or complex situations.

The second element and probably the most important one is the overall concept of this school that guarantees accessibility to as many people as possible. It makes the social mission possible because it removes the barrier to entry for anyone who wants to be part of the movement. CodeBoxx takes all the risks, and they have to do so to allow as many people as possible to have a shot at a career in tech. With upfront tuition and no guarantee, it's safe to say that more than half of our graduates so far wouldn't have been able to participate and have the opportunity to change their lives and launch their new career in only four months. We strongly believe everyone deserves an opportunity to turn their life around, to improve their situation and to have the chance to reach their full potential, and that's what CodeBoxx offers them!

If you have to list four factors that have been/are the biggest asset to your organization, what would they be and why?

Our concept: We take all the risks! We accept everyone, we lend brand new laptops to our participants, we guarantee a job upon graduation and graduates don't pay anything before we fulfill our promise!

This is definitely one of our biggest differentiators. It is closely connected to our social mission as well. The vast majority of our graduates so far would not have been able to attend the bootcamp if it were not us taking all the risks.

Our mission: We want to give as many people as possible an opportunity they might have never gotten before to express their full potential and grab a share of the opportunities offered by an accelerating labor market revolution.

Our program: Designed by a CTO to satisfy the needs of CTOs, our hands-on business simulation and custom made program cannot be found nor experienced anywhere else.

Our pillars: Excellence in execution, always find a way to go the extra mile and remain flexible and nimble in front of complex or unknown situations.

'Leaders cannot optimize results by themselves; they need employees' support and assistance.' How does your company interpret this saying?

One of the important strengths of great leaders is how they surround themselves with quality people. It happens to be one of our CEO's great qualities. Only a few people were part of the launch, but Nicolas made sure those were high-quality people. An efficient leader must promptly identify the character traits that people possess which will make them fit for a certain role, context or task at a given moment of the lifecycle of a business endeavor. In an early-stage startup

like CodeBoxx, the success or failure depends on the dedication of its first collaborators to our cause.

What do you feel are the reasons behind your company's reputation?

The main reason is the noble social mission of our business magnified by the fact that we have held true to every single promise we have made to our partners and our participants. We are proud to say that in four months, we change lives for the better by allowing anybody to start a new career in technology! We are able to do that because we already had a positive influence over the lives of people who were looking for better career opportunities, we changed lives for young school dropouts who now have a passion and a bright future, and we also changed lives for immigrants who were looking forward to an opportunity to contribute and integrate better in their new communities.

Where do you see you and your company a couple of years from now?

In the near future, we want to secure the growth and footprint of CodeBoxx Technology by allowing a greater number of people to simultaneously seize the opportunity to start a career in technology and introduce the best graduates to a growing number of pragmatic partners and companies. CodeBoxx Ventures is also an important part of the endeavor because this branch of the company incubates and helps jump-start promising ideas, which might become the unicorns of the next decade. Our expansion strategy is meant to adapt to the local market realities and opportunities.**SR**

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ITSCREDIT

ITSCREDIT Leadership: 'We Constantly Strive to Improve the Credit Process from the Simulation All the Way to the Disbursement'

"We provide credit institutions with differentiating Omnichannel tools that reduce the distance and formalism between the institution and the client."

Progressive financial services companies are on the lookout for new technologies to improve efficiency and speed of service, as well as provide better customer experience. Exponential growth in information technology has prompted companies to leverage digitization of banking technology to transform the financial services industry through customer experience management.

In view of the foregoing, we're delighted to present **ITSCREDIT**.

ITSCREDIT, a software company, focuses on credit solutions and their implementation with full regard to this sector. The company provides short implementation time and reduced time-to-market to deploy new credit products and integrate

"Our mission is to develop straightforward, innovative and flexible credit solutions that suit evolving market challenges and our clients' needs."

other solutions. ITSCREDIT constantly strives to improve the credit process from the simulation all the way to the disbursement.

The company was established in 2018 and is headquartered in Porto, Portugal.

In Conversation with ITSCREDIT Leadership – João Lima Pinto (CEO), António Monteiro (Head of Pre-Sales & Delivery), and Jorge Brás (Head of Product)

What is the reason behind the genesis of ITSCREDIT? How did you expand your company and its offerings over the years?
ITSCREDIT was created as a spin-off of our parent company, IT Sector, which has served for the financial sector; it has developed credit solutions for its customers, and gathered a strong experience in that particular area. It was last year when the board of IT Sector decided to spin-off these Credit Software Products which helped to create ITSCREDIT as a software product company. The firm sustains on four core modules that are capable to be deployed alone or in any combination which include;
- **Flowcredit –** loan origination system, covering all phases of the origination,

- **Calculators –** unique and centralized calculator for all products and channels within the institution and related partners,
- **Risk Analysis –** a fundamental tool to analyze the credit risk and score of corporate and particular clients,
- **Collections –** Centralized management of credit in arrears including rehabilitation, specialized recovery and write-off processes. It also provides automatic and manual communications through different channels with customers.

What are the strategies that your company intended to achieve the goal?
ITSCREDIT has a strong roadmap/strategy to improve the product line and ensure that the company is one of the best credit software solutions providers in the market. The business model of the company relies on integration partners that are software companies with a strong presence in the financial sector.

What challenges did you face in your initial years?
As ITSCREDIT is still in its early stages of development, we face many challenges; from product evolution, requirements from clients, to following the roadmap, and managing the product/implementation articulation. On the other side, as a new company,

we are trying to create brand awareness, generate sales pipeline, make sales, and create partnerships.

Can you brief us about your project experience?

We strongly focus on making every project a big success. We put in a strong effort on every project evolution and more importantly we focus on client satisfaction. As a new company, it is fundamental that the projects we takeover are successful in order to expand our firm and to gain new projects.

Is your company a leader or a follower?

We believe that we are a leader! The leadership quality is in our DNA. We are always looking into the market, looking into new technologies, new business models, so that we can incorporate it into our offer. We use a closed-loop with some of our clients where we discuss and test many of the new ideas and innovations to mature them and access their applicability.

What are the factors that make your company stand out from the competition?

The main factors that make our company special are:

- **Team –** We have a strong team who mainly focus on credit and innovation.
- **Company Culture –** Enforces a strong team spirit through constant informal assessment, team events (at least one official people event per month) with a great ambition to grow and present career evolution to the team.
- **Transparent Management –** We make sure that all the members know what they are doing. We also share the main goals and information such as product releases, client implementations, and partnerships.
- **Employees' Evolution –** We provide proper training to have more responsibilities that are aligned with promotions.

Where do you see your company a couple of years from now?

Our ambition is to develop the company to new heights. Hence, we seek to develop the team and globalise our products. SR

Leaders Behind the Wheel

João Lima Pinto: João Lima Pinto serves as the **Chief Executive Officer** of ITSCREDIT. He has an overall experience of 20 years in the financial sector. Mr. Lima Pinto actively participates in the design and implementation of innovative Omnichannel and credit solutions. He has garnered much success by leading a variety of business development, product and project management, business analysis, and product operations functions.

João Lima Pinto, CEO

António Monteiro: António Monteiro is the **Head of Pre-Sales and Delivery** at ITSCREDIT. He has more than 20 years of experience in the IT Banking sector. Mr. Monteiro has collaborated with leading banking institutions and gathered crucial experience for the development of projects in the financial sector mainly in lending projects. Moreover, he worked in different banking segments and countries gaining professional skills in Requirements Analysis and Project Management.

António Monteiro, Head of Pre-Sales & Delivery

Jorge Brás: Jorge Brás, the **Head of Product** of ITSCREDIT, has an overall experience of 40 years. He has a bachelor's degree in management from ISAG (Institute of Administration and Management) and holds a postgraduate degree in Economics and Business Administration from FEP (Faculdade de Economia do Porto). Mr. Jorge worked in the computer software industry; held various positions including consulting, technical, and development.

Jorge Brás, Head of Product

HYPER GIANT

Ushering In The Future Here and Now: Hypergiant

Ben Lamm, Founder & CEO

> *"We analyze data, teach machines to teach themselves, merge with partners to create powerful technology solutions and smarter, more efficient human workforces."*

The fourth industrial revolution is unfolding before our eyes and it is touching every industry we can think of. Unlike the previous three, this revolution is accelerating at an exponential pace, often leaving corporations and industries behind to play catch up. Artificial intelligence and machine learning are perhaps the most promising technological revolutions that are transforming the world. Leveraging this marvel is a company named Hypergiant.

Hypergiant offers a comprehensive suite of machine learning services and solutions to a wide range of industries including defense, aerospace, healthcare, entertainment and so on.

In conversation with the driving force behind the success of Hypergiant Industries Founder and CEO, Ben Lamm

What was the motivation to launch the company?

Hypergiant was set up to create emerging AI-driven technologies and develop world-changing commercial products and solutions. We are still relatively new, but in the first eighteen months, we have acquired five new companies that are helping us to push what we can do in terms of space technology, R&D capabilities, and human capital.

How has your company grown over the months?

Hypergiant is 16 months old and has experienced explosive progressive growth. Within these first 16 months, we have grown to over 175 people, opened 3 offices, and made acquisitions of a number of companies while growing and servicing some of the world's top Fortune 500 companies and governments. We've learned to be

Meet the enterprising Founder of Hypergiant, Ben Lamm

Ben Lamm is a serial software entrepreneur and the current **Founder** and **CEO** of Hypergiant, an AI industrial company focused on delivering on the promise of AI. An advisory board member of The Planetary Society and a leader in the use of AI, Lamm believes in the power of technology to solve the biggest challenges of our time. Previously, he was the Founder/CEO of Conversable acquired by LivePerson, Founder/CEO of Chaotic Moon Studios acquired by Accenture and Team Chaos, acquired by Zynga.

nimble, determined, and go after big opportunities. We don't see these as risks, we see them as small steps and big leaps, in a large long-term vision and we would encourage our peers to also think about big long-term impact opportunities and take the risks that allow those future visions to come to life.

How were the company's first few undertakings received?

Hypergiant has successfully helped enterprise customers such as GE, TGI Friday's, Chesapeake, and others on a number of projects while also launching an R&D team that has built new and novel solutions that NASA and others are considering implementing in future efforts.

How do you maintain the trust of your employees?

Trust comes from a successful track record of leadership. I've been able to grow five successful companies before starting Hypergiant and think this is why people trust my wild, exploratory and occasionally chaotic-looking leadership style. It works for me and my employees. Every leader is different but I know who I am, I am transparent about it and it works for me. I believe people respect and trust that.

What is your take on sustainability?

We are growing a rapidly scaling business which means we need to balance sustainability with growth. It's a problem that all hypergrowth companies experience and we are focused on ensuring we do this in a way that's smart and dynamic. The best way to show that we value sustainability is by delivering the best results consistently.

What do you feel are the reasons behind your company's reputation?

Our mission is to create emerging AI-driven technologies and develop world-changing commercial products and solutions, and we deliver on that. Hypergiant was started with a mission of *"Tomorrowing Today"* what this means is that we are focused on delivering the technological future we were promised. This is a world in which technology actively helps humanity create a utopian future, rather than technology contributing to the destructive dystopian future others have posited. Our company is therefore engaged in a mission that has broad social welfare and CSR implications: using technology for good.

We are so focused on this that we will soon announce our efforts to launch an exclusive summit to bring together top leaders, academics, politicians, and businesses to create a roadmap forward. I think people admire it when a company makes a bold claim and is able to back it up.

If you had to list the biggest assets of your organization, what would they be?
- Creativity
- Drive
- Passion
- Poly-math interests
- Willingness to explore new topics and ideas

What is the importance of a company's values in your opinion?

I think this is critical. We are focused on leading by example. Our vision is to be the guiding light that solves humanity's most challenging problems - whether on Earth or in the cosmos - through the creation of emerging AI-technologies. This means that we behave in a way that reflects the world we imagine: diverse, inclusive, innovative, thoughtful and human-centric.

We are a team. Hypergiant is successful because of the dynamic voices and brilliant creators who are part of our company. We lead because our employees our pushing the boundaries, driving change and delivering on their full potential.

Where do you see your company a few years from now?

Hypergiant is on track to be the fastest-growing AI technology company in history and we anticipate that we will continue this acceleration as all companies become AI-driven companies. We hope to continue to redefine the standard and help educate the masses on the truth of enterprise AI and how it can help large corporations and the world.

50 Most Admired Companies of the Year 2019

Company	Management	Description
Cisive *www.cisive.com*	Jim Owens President & CEO	Cisive is a global provider of compliance-driven human capital management and risk management solutions. The company's core onboarding and pre-employment background screening offering provides clients with a streamlined, high quality, and regulatory compliant solution.
ScienceSoft *www.scnsoft.com/services/ software-development-outsourcing*	Nikolay Kurayev, CEO	Founded in 1989, ScienceSoft is a US-headquartered provider of IT consulting services and custom software development. Among our customers are Walmart, IBM, Nestle, eBay and NASA JPL, as well as many other large and midsize organizations located internationally.
Skybridge Americas, Inc. *www.skybridgeamericas.com*	Andrew J. Bosko, CEO	The firm was founded in 1953 as a 3rd party product fulfillment provider, acquired by Carlson Marketing Services and ultimately Skybridge Americas. It provides high-touch, high-quality omnichannel contact center, product fulfillment, and e-commerce solutions.
Payment Asia *www.paymentasia.com*	Harvey Chan Business Development Director	Payment Asia is the leading e-payment technology and e-business management company emphasizes in offering uncomplicated, secure and prompt payment processing network to domestic and global businesses alike.
GCC SERVICES *www.gccservices.com*	Rashad Sinokrot, CEO	GCC SERVICES is an internationally renowned and respected quality service provider of integrated facilities management, construction and engineering and supply logistics service solutions. We support project operators, contractors and humanitarian organizations in their operations everywhere, every day.
MaxLinear *www.maxlinear.com*	Kishore Seendripu Co-founder, Chairman President, & CEO	MaxLinear is a global, New York Stock Exchange-traded company where the entrepreneurial spirit is alive and well. It is a fabless system-on-chip product company, designing highly integrated, radio-frequency, and mixed-signal Communications ICs for broadband and infrastructure applications.
Agenor *www.agenor.co.uk*	Gary Montgomery, CEO	Formed in 2006, Agenor Technology is an award-winning IT Services company with a strong track record of successfully delivery complex, large-scale IT infrastructure programmes on behalf of clients.
Tagit *www.tagitmobile.com*	Sandeep Bagaria, CEO	Tagit is an award-winning digital solutions company, specialized in providing omni channel digital engagement solutions for leading banks and governments across Asia, the Middle East, and Africa. The Company works closely with clients to develop and implement a holistic roadmap that is aligned to their business objectives and brings their digital strategy to life.
ColoSpace *www.colospace.com*	Wayne Sawchuk President & CEO	ColoSpace, knows how important a solid IT infrastructure is to the success of your business. With a myriad of services available, from outsourced data centers and managed services, to enterprise cloud solutions and more, it can help your business run more efficiently.

Company	Contact	Description
Ballard Chalmers *www.ballardchalmers.com*	Geoff Ballard Co-founder & CTO	Ballard Chalmers is one of the UK's leading custom software engineering companies, specializing in enterprise applications on the Microsoft Platform.
KompiTech *www.kompitech.com*	Greg Erhahon Founder & CEO	KompiTech is a global technology and IT services provider and consultancy supporting our clients' IT management needs in 58 countries around the world.
Nimbus Data *www.nimbusdata.com*	Thomas Isakovich CEO & Founder	Nimbus Data helps hundreds of world-leading companies accelerate data storage, simplify data management, and improve data protection for cloud infrastructure, analytics, AI, rich content, scientific computing, and much more.
FinancialForce *www.financialforce.com*	Tod Nielsen President & CEO	FinancialForce delivers the #1 professional services automation (PSA) and the only customer-centric ERP. We accelerate business value with comprehensive best practices and the most intelligent analytics—all on the leading business cloud platform from Salesforce.
D3 Banking Technology *www.d3banking.com*	Mark Vipond, CEO	D3 Banking Technology's digital banking platform provides financial institutions with the power to control their digital future. The function-rich digital solutions are built using hundreds of banking features that provide banks and credit unions with the flexibility, scalability and agility that is needed to compete in the modern digital banking landscape.
LeewayHertz *www.leewayhertz.com*	AkashTakyar, CEO	LeewayHertz is one of the first few companies to build and launch a commercial app on Apple's App Store. Our team of certified designers and developers has designed and developed more than 100 digital platforms on Mobile, Cloud, AI, IoT and Blockchain.
Clearfield *www.seeclearfield.com*	Cheri Beranek, CEO	Clearfield, Inc. designs, manufactures and distributes fiber optic management products, helping our customers reduce the high costs associated with deploying, managing, protecting and scaling a fiber optic network to deliver mobile, residential and business services.
PriMedia *www.primediahq.com*	Jim Cooney President & CEO	PriMedia is one of the very few agencies on the planet, from sea to shining sea, who can actually give you advice and shepherd you and your brand along, based on spending millions of our own dollars on advertising and turning that into many millions more, over many, many years. *"Been there, earned that"* expertise that we bring to the table as a *"value-added"* extra to our working relationship with you.
Transmural Biotech S.L *www.transmuralbiotech. com*	David Fernandez Co-founder & MD Silvia Sánchez, Director	A spin-off of the Hospital Clinic of Barcelona and the University of Barcelona, TMB is a young enterprise made up of engineers and biomedical researchers with well-demonstrated experience in the development of biomedical/clinical solutions.
Interpace Diagnostics *www.interpacediagnostics.com*	Jack Stover, CEO	Interpace Diagnostics Group is providing personalized medicine through molecular diagnostics and innovation. Its unique molecular diagnostic tests enable healthcare providers to avoid unnecessary surgeries and better assess the risk of cancer progression in patients.
Bojorge & Associates *www.visalawspain.com*	Marla Vanessa Bojorge Zúñiga, Founder	Bojorge & Associates combines its skills and training with our dedication to detail .It combines its responsiveness to provide outstanding legal services to its clients. Speed and Sensitivity.

Ledson Winery & Vineyards
www.ledsonhotel.com

Steve Ledson, Owner

Located in the heart of Sonoma Valley, a short one hour drive north of San Francisco, Ledson is like a gothic blast from the past out of acres of rolling vineyards and pastoral calm, our 16,000 square foot French Normandy winery is known as *"The Castle"* around the world.

Kaneka
www.kaneka.com

Kazuhiko Fujii
President & CEO

Kaneka Corporation of Osaka, Japan is a $5 billion* producer of chemical products including resins, pharmaceutical intermediaries, food supplements, synthetic fibers, and fine chemicals. Kaneka Corporation was established in 1949 when its main products were caustic soda, soap, cosmetics, edible oils and electric wires.

Intellect SEEC
www.intellectseec.com

Pranav Pasricha, CEO

Intellect SEEC leverages next generation technologies to solve complex insurance problems and create intelligent solutions that deliver results.

TIPA® Compostable Packaging
www.tipa-corp.com

Daphna Nissenbaum
CEO & Co-founder

TIPA has developed revolutionary biodegradable packaging solutions for the food industry. These unique packaging solutions degrade biologically in up to 180 days in industrial compost – compared to regular common plastic packages that degrade in dozen of years.

Scientific Cal Ag, Inc
www.scientificagr.com

Anthony Hall
President & CEO

By combining data collected in farms across the globe, Scientific Cal Ag can continuously improve its diagnostics and suggestions. For farmers attempting to identify crop deficiencies, an effective and timely process is imperative to maximize crop yield.

USA Staffing Services, LLC
www.usastaffingservices.com

Matthew Kolinski, CEO

With a national presence and decades of experience in the recruiting and staffing industry, USA Staffing Services offers a comprehensive suite of services from payroll administration and funding to accounts receivable, human resources and risk management.

Cura Foundation
www.thecurafoundation.org

Dr. Robin L. Smith, MD, MBA, President & Chairman of the Board

The Cura Foundation's Board of Directors is comprised of leaders in their respective fields, providing vision and leadership to the Foundation. The Board oversees the work of the foundation and shapes the Foundations mission and vision.

Risk Based Security®
www.riskbasedsecurity.com

Jake Kouns
Co-founder & CISO

Risk Based Security (RBS) provides detailed information and analysis on Data Breaches and Vulnerability Intelligence. Our products, Cyber Risk Analytics (CRA) and VulnDB, provide organizations access to the most comprehensive threat intelligence knowledge bases available, including advanced search capabilities, access to raw data via API, and email alerting to assist organizations in taking the right actions in a timely manner.

PatientClick®
www.patientclick.com

Ash Mehta, CEO

PatientClick® is an easy to use web based EMR system that saves physician offices time and money while improving patient care and staff efficiency. PatientClick allows access to a web based multi-platform (mac, pc, smartphone, and iPad) application, easy to navigate interface, customizable dashboards, integrated patient portal, and multi-provider communication tools.

Flaum Navigators Inc
www.flaumnavigators.com

Sander A. Flaum
Founder & CEO

Flaum Navigators accelerates your pharma marketing business growth through transformational ideas that are iconic, pristine and hardwired to marketing and sales effectiveness.

Global Mindset
www.globalmindset.info

Skip Bowman, CEO

Global Mindset is a consulting company dedicated to helping leaders and organizations reach their fullest potential. We transform global organizations by developing leaders individually and collectively to breakthrough existing ways of thinking and behaving.

VillageMD
www.villagemd.com

Tim Barry
Co-founder & CEO

VillageMD is a leading provider of healthcare for organizations moving toward a primary care-led, high-value clinical model. The VillageMD solution provides the tools, technology, operations, and staffing support needed for physicians to drive the highest quality clinical results across a population.

Equation Technologies
www.equationtech.us

Erica Burles
Founder & President

Equation Technologies provides business management solutions for mid-sized companies. The company makes carefully crafted recommendations from among the industry's best-performing ERP software.

Netnology
www.netnology.io

Adeel Ahmed
Co-founder & CEO

netnology is a team of smart, passionate, and experienced network and software engineers and architects providing professional services and software development and automation services of next generation SDNFV, Data Center, Cloud, Security and Analytics technologies and architectures.

Trunomi
www.trunomi.com

Shawn Brown, CEO

Trunomi is the multi-award-winning Consent Management and Personal Data Rights Platform driving a new level of transparency and trust between business and consumers.

Ideia Big Data
www.ideiabigdata.com

Dr. Mauricio Moura
Founder & CEO

Ideia's goal is to help its clients solve problems, make strategic decisions and communicate with their stakeholders directly and with high efficiency

Prescient Co.
www.prescientco.com

Magued Eldaief, CEO

Prescient's digital design-build system is an efficient, collaborative, turnkey approach used to design and build multi-unit housing and hotel structures.

Brackendale Consulting Ltd
www.brackendaleconsulting.com

Fay Margo, Founding CEO

Brackendale is a multilingual marketing and communications agency specializing in public relations and investor marketing support for private equity houses.

Thrive Bioscience
www.thrivebio.com

Farb-Horch
CEO & Co-founder

Thrive Bioscience™ is an early-stage life science analytical and automation technology company based in the Boston, Massachusetts, USA area. Founders and leadership of the company are an experienced team composed of industry leaders with successful track records for developing new lab instrumentation from concept through commercialization.

Dronak
www.dronak.com

Fabia Silva, CEO

Dronak is formed by different interconnected work areas around the world of drones. The firm is constantly evolving to be a benchmark company in the drone world.

Denver Insurance LLC
www.denverinsuranceteam.com

Paul Schweger
Founder & Principal
Insurance Agent

We represent YOU first! Our Mission is to provide you with affordable HOME, LIFE, BUSINESS & AUTO insurance with superior customer service, and Mile High standards in expertise. A Denver Insurance policy may be one of the best financial decisions you can make for your family.

Euro Exim Bank Limited
www.euroeximbank.com

Graham Bright
Head of Compliance & Operations

Euro Exim Bank is a revolutionary financial institution with a 'Class A' international banking license from Financial Services Regulatory Authority of St. Lucia and a member of the Caribbean Association of Banks. We have established offices in London and St. Lucia.

StealthPath Inc.
www.stealthpath.com

Russ Berkoff, President

StealthPath uniquely provides defense-in-depth in an information/operations technology environment teeming with ever-changing cyber threats, including highly sophisticated attacks financed by hostile nation states.

GND SOLUTIONS
www.gndsolutions.in

Siva Reddy, Founder

GND Solutions is a specialist in delivering end to end IoT solutions across Telecom, Industrial, Logistics, Home Automation, Automotive, Manufacturing, Agriculture segments. It has proven track record of delivering Innovative solutions to global fortune 500 companies.

ORBAI
www.orbai.ai

Brent Oster
President & CEO

ORBAI is an early stage company based in Santa Clara, CA. It is focused on creating artificial intelligence that can work for humanity. This AI is implemented in applications ranging from intelligent, conversational 3D human characters in games, VR, and AR, to life-size interactive holographic persons, to full-on, intelligent, humanoid androids in the near future.

Core Scientific
www.corescientific.com

B. Kevin Turner, CEO

Core Scientific is a leader in Blockchain and Artificial Intelligence hosting, transaction processing and application development. In an increasingly distributed and connected world, we believe Blockchain and AI will fundamentally change the way information is processed, shared and stored across a range of industries.

AISERA
www.aisera.com

Muddu Sudhakar, CEO

AISERA helps make businesses and customers successful by offering consumer-like user experience for support and operations. We have built the world's first AISM solution for IT, HR, Customer Service, Facilities, and IT/Cloud Operations.

CodeBoxx Technology
www.codeboxx.biz

Nicolas Genest
Founder & CEO

CodeBoxx is the school that knows how to teach high-performance tools and best practices of coding and technologies to all profiles of individuals with its modern means and adapted methods.

ITSCREDIT
www.itscredit.com

João Lima Pinto, CEO

ITSCREDIT is a software company specialized in credit solutions and their implementation. With highly qualified team having over 15 years of experience in credit, we are equipped with a Credit Platform that is fully automated to complement the stages of a loan origination process.

Hypergiant
www.hypergiant.com

Ben Lamm
Founder & CEO

We are Hypergiant. A guiding light for Fortune 500 companies. Analyzing data. Teaching machines to teach themselves. Merging with partners to create powerful technology solutions and smarter, more efficient human workforces.

JONCKERS
www.jonckers.com

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